LIFE

PART II

AMERICA'S ARTS AND SKILLS

DEATH OF THE OPEN ROAD: WHAT'S HAPPENED TO OUR HIGHWAYS



RARE, HISTORIC PLAYING CARDS

20 CENTS

MAY 30, 1955

REG. U. S. PAT. OFF.

REMOVE TAR AND ROAD OIL QUICKLY AND EASILY WITH



DU PONT DISSOLVO ®

Those stubborn spots wipe right off! Du Pont "Dissolvo" is also ideal for removing old wax and silicone polishes.



Pint 85¢

GETS YOUR CAR SO CLEAN IT DRIES ITSELF—



DU PONT CAR WASH

Just sponge it on, then rinse it off. This scientific detergent removes *all* grease and grime, so car dries spotless, without wiping!



½ lb. . . 75¢

WASH YOUR CAR WITH THE CURVED-TO-FIT

DU PONT TURTLE-BACK SPONGE



Big sponge carries 20 times its weight in wash water, goes over whole car quickly. Soft when wet—safe for finishes. Also in block shape—all sizes.

9T size $1.00

How to keep your car looking its best!

TAKE OFF RUST, KEEP CHROME GLEAMING WITH



DU PONT CHROME POLISH

Removes corrosion and discoloration from bumpers, door handles, trim, headlight frames, and radiator grille. Then a quick wipe leaves metal sparkling.



8 oz. 60¢

BRUSH A "NEW" LOOK ONTO FLOOR MATS AND TIRES WITH



DU PONT TIRE BLACK

Gives gray-looking floor mats and tire casings the rich, black luster of new rubber. Just brush it on. The finishing touch to polish jobs!



Pint 85¢

Du Pont №'7' Products

FROM CHEMICAL RESEARCH . . . FOR EASIER CAR CARE

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

You SHINE as you CLEAN with **DU PONT №'7' POLISH—** *in much less time!*



IT'S THE ONLY POLISH WITH WORK-SAVING METHYL CELLULOSE! Exclusive stroke-saving formula not only cleans while it shines—it saves ⅓ of the cleanup. And no other one-operation polish, no matter what it costs, gives longer-lasting finish beauty. Made by Du Pont—makers of most auto finishes. Ask for Du Pont No. "7" Polish.

PINT $1.00

Prices shown are suggested retail prices.

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How can we protect our children from Lung-Damaging Fumes, Dust and Smog?

THE ANSWER to smog-borne irritants, germ-laden dust and polluted city air is here at last! It's a new Philco air conditioner with *Activated Charcoal Filter*—yes, for the first time a filter with the same ingredient used in gas masks to purify the air.

That's why, more than ever, a Philco air conditioner is an investment in better health. In the hottest, most humid weather, it brings you cool comfort—eases the strain on your heart—helps young and old alike get restful sleep—brings amazing relief to many asthma, hay fever and allergy sufferers.

Philco Leads Again for 1955

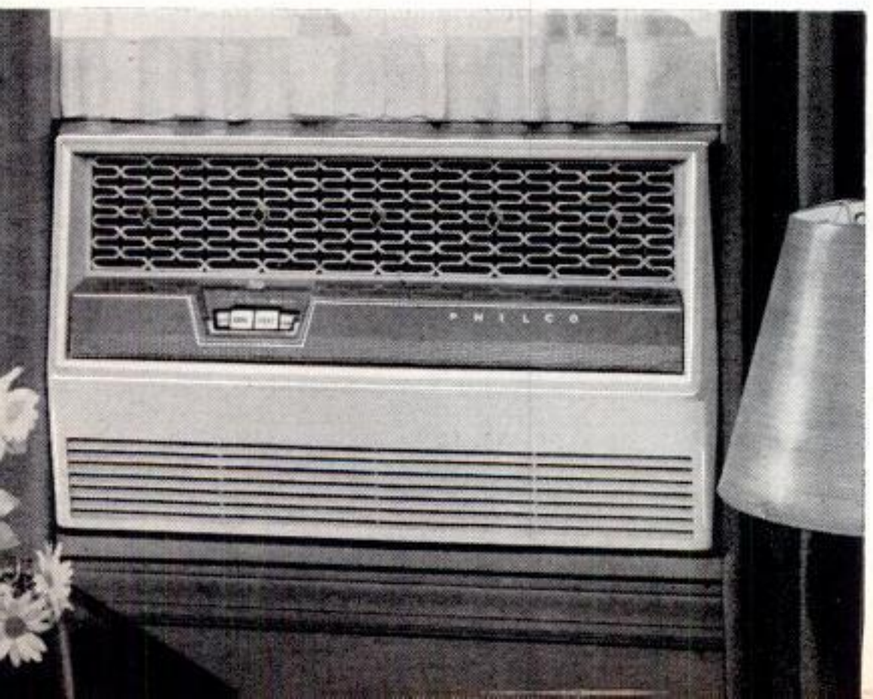
And the new "Gas Mask Filter" is only one of many new developments in room air conditioning here from Philco for 1955. The exclusive *Comfortimer*—automatically turns the unit on and off; exclusive *Automatic Temperature Control*—regulates cooling with continuous humidity removal; models that *Heat* as well as *Cool;* models to *solve* the casement window problem. Plus new low prices and 18 years of leadership in dependability, performance and sales.

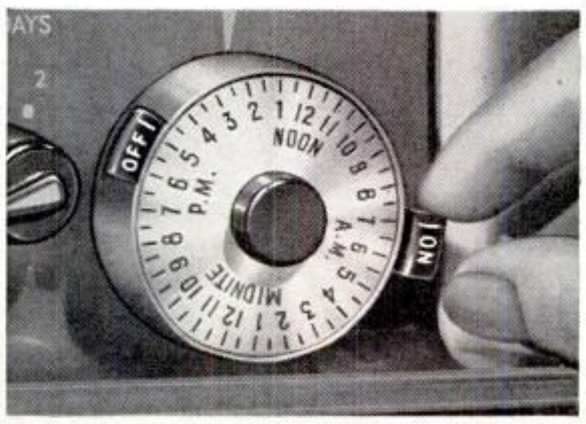
Mail Coupon Below for Free Booklet

Without obligation, let us send you this informative book, "*The Weather and Your Health*". Learn why so many doctors today are recommending air conditioners. Learn the BIG DIFFERENCE that has led more people to buy a Philco than any other room air conditioner.

NEW PHILCO AIR CONDITIONER: JUST PUSH A BUTTON TO COOL, HEAT OR VENTILATE

Find out now about new Philco air conditioner that in addition to cooling on hot days also heats on cool days and now has *Activated Charcoal Filter* to guard against airborne irritants that may endanger health. Philco Model 106-M.





NEW PHILCO COMFORTIMER TURNS UNIT ON AND OFF AUTOMATICALLY

For 1955, Philco offers many new advances in air conditioning including models with a Built-In Comfortimer that turns the unit ON and OFF each day at any pre-set time. Thus a room is pre-cooled before you use it and unit also turns off after you leave, or if you wish timer will skip one or two days for a week-end or trip. Utmost convenience and economy!

ASK YOUR PHILCO DEALER ABOUT SMALL DOWN PAYMENT AND TERMS AS LOW AS $2.00 A WEEK FOR A GENUINE

PHILCO® Air Conditioner



Philco Air Conditioners, Dept. T-5
Post Office Box 570, New York 46, N. Y.

Without obligation, tell me more about new "Gas Mask Filter", the effect of heat on the heart, hay fever relief, and related subjects. Mail me FREE booklet, "The Weather and Your Health".

Name_____

Address_____

City_____ Zone_____

County_____ State_____

☐ Check here if you would like a free air conditioner survey of any room or office.

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Vol. 38, No. 22

LIFE

REG. U.S. PAT. OFF.

May 30, 1955

Chances for peace in '55 — 19

As Dulles returns from an Austria still celebrating its new treaty LIFE's Emmet John Hughes cables from Europe an evaluation of the hopeful chances and dangers in current diplomacy.



DULLES REPORTS

Closeup to atomic fury — 39

While Civil Defense observers watch from eight miles away, LIFE's cameras record in color what no man could see and survive—the awesome effects of a nuclear blast at near range.



WATCH FROM AFAR

Craftsmen and patriots — 56

The second in LIFE's series on "America's Arts and Skills" displays the masterpieces of colonial designers who created native styles as statesmen were building a new nation.



HISTORIC HEART

Spring on a farm — 97

Nowhere does the gently reawakening season wear so many faces as on the farm—LIFE's Edward Clark records them on a 400-acre place in the lovely Middletown Valley of Maryland.



CHICK TO CHEEK

The great clog-up — 104

Herbert Brean's account of what happened to one U.S. highway illustrates the deterioration of our three-million-mile road system and shows what it needs to make it work again.



BUMPER TO BUMPER

COVER

Historic playing cards commemorated early U.S. events and heroes (see "The Look of Liberty in Craftsmanship," pp. 56-72)

THE WEEK'S EVENTS

The chances for peace in 1955, an expert evaluation 19
New island will be first link in U.S. offshore radar warning chain 26
A Look at the World's Week 28
Tense time on a Winnipeg TV tower 36
Color film records A-blast ruin as Civil Defense watches from afar 39
A parched Oklahoma town prays and dresses up for rain. It comes 49

EDITORIALS 35

Security and fair play
Diplomacy for the millions

PHOTOGRAPHIC ESSAYS

America's Arts and Skills, Part II: the look of liberty in craftsmanship as patriotism becomes the American theme. Photographed for LIFE by Arnold Newman 56
Spring on a farm: under a warming sun the growing season's work begins. Photographed for LIFE by Edward Clark 97

ARTICLE

Dead end for the U.S. highway, by Herbert Brean. What is wrong with the road you'll be using this weekend, what made it that way and what can be done about it 104

FASHION

France's bigtime dressmakers turn a hand to playclothes 74

EDUCATION

Colby undergrads dedicate a cleanup day to president emeritus who did most to get new campus built 83

MOVIES

Film version of "The Seven Year Itch" gives a reassuring answer to a burning question about Marilyn 87

ART

The Queen of England poses for the Worshipful Company of Fishmongers 93

OTHER DEPARTMENTS

Letters to the Editors 10
Speaking of Pictures: Grace Kelly's Riviera romance 14
Sequel: U.S. and U.S.S.R. Elbe veterans reunite in Moscow 95
Party: Student high jinks add zest to Norway's "Fourth of July" 121
Miscellany: A seat for 17 124

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68—T. LT. HERBERT ORTH
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104, 105—EDWARD CLARK—DRAWING BY ADOLPH E. BROTMAN
106—WASHINGTON DAILY NEWS—BETTMANN ARCHIVE
109—AUTOMOBILE CLUB OF MARYLAND—MARYLAND STATE ROAD COMMISSION
110—BALTIMORE SUN PAPERS
112—MARYLAND STATE POLICE
115—GEORGE SKADDING
118—ROBERT LACKENBACH
121—LARRY BURROWS—ARNE TJENSVOLD FOR AFTENPOSTEN
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Telephone Diary

HOUSEWIFE TELLS HOW FAMILY'S TELEPHONES SAVE STEPS, TIME AND WORRY—DAY AND NIGHT



4 A.M. Jack's a sound sleeper but he woke up fast when he heard the news. "It's a boy!" he shouted. "Nearly eight pounds. Mary's fine." Then I talked and Jack talked. Bless that bedroom telephone!



8 A.M. to 11 A.M. Just couldn't wait to tell Betty and Peggy about the baby. Then I ordered Jack's favorite roast for dinner and was lucky to get a hairdresser appointment. A grandmother must keep young!



5 P.M. Wouldn't you know! The very night I have something special for dinner Jack gets held up at the office. But it wasn't too bad. He telephoned he'd be an hour late. It's wonderful to have a telephone in the kitchen.



10 P.M. Such excitement! First Jack Jr's baby. Then Alice tells us she's engaged. I wasn't too surprised because of all those telephone calls and dates. I'm so glad it's that nice Bob Johnson.

EVER READY . . . EVER HELPFUL. Day or night, rain or shine, the telephone stands ready to help you in the everyday affairs of life as well as emergencies. In office and home, these oft-repeated words reveal its value—"I don't know what I'd do without the telephone."

BELL TELEPHONE SYSTEM

LIFE
May 30, 1955

LIFE is published weekly by TIME Inc., 540 N. Michigan Ave., Chicago 11, Ill. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill. under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions $6.75 a year in U. S. A.; $7.25 in Canada.

Volume 38
Number 22

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"Gas appliances made me a better homemaker!"

says the new MRS. AMERICA

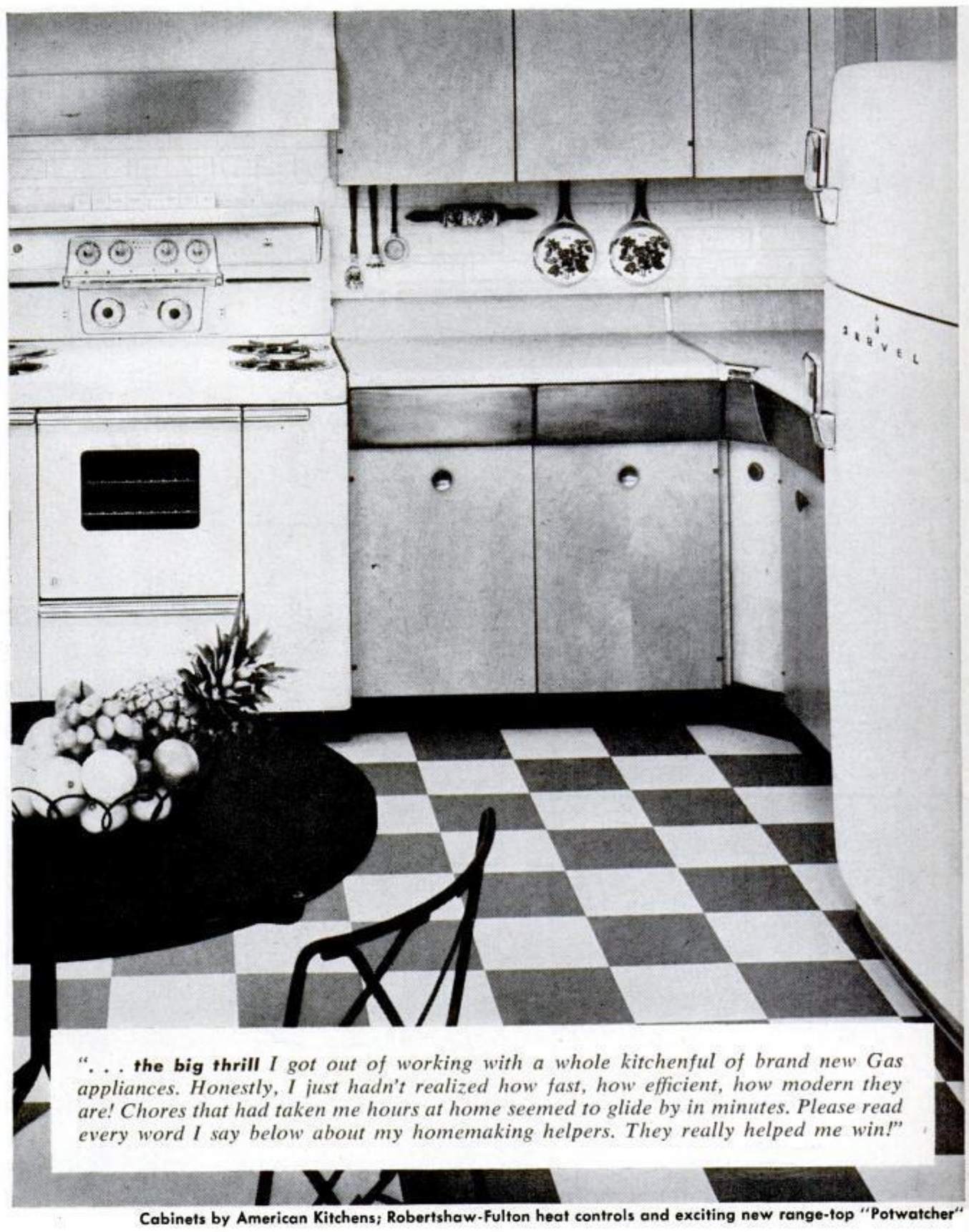
(Mrs. Ramona Deitemeyer of Lincoln, Nebraska)

Mrs. America was chosen on the basis of being America's outstanding homemaker—showed off her skill by keeping house for a week in Ellinor Village, Fla., with a New Freedom Gas Kitchen and Laundry to help her.*

*Reg. A. G. A.



*"**My family** can keep this picture in the scrapbook. It was fun being crowned . . . having all the flash bulbs go off . . . getting flowers with congratulatory cards . . . (No, I won't tell you what my husband said on his card!) But what I like to remember best is . . .*



*". . . **the big thrill** I got out of working with a whole kitchenful of brand new Gas appliances. Honestly, I just hadn't realized how fast, how efficient, how modern they are! Chores that had taken me hours at home seemed to glide by in minutes. Please read every word I say below about my homemaking helpers. They really helped me win!"*

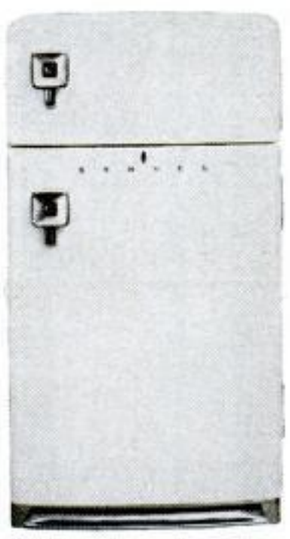
Cabinets by American Kitchens; Robertshaw-Fulton heat controls and exciting new range-top "Potwatcher"



Maytag Gas Range

"The new **automatic Gas ranges** are *dreams!* I always found the *exact* heat I wanted at my fingertips. And I could even set the range to turn itself on and off while I was busy elsewhere. The judges evidently liked the results of my cooking. I give more than half the credit to Gas!"

"I wouldn't have believed an **automatic Gas refrigerator** could help me be a better homemaker. But it did! I never had to worry about icetray spillovers; *this* refrigerator makes ice automatically without trays. What's more, the refrigerator itself is *completely* noiseless. And girls—it's backed by a 10-year warranty!"



Servel Gas Refrigerator



Whirlpool Gas Dryer

Gas Incinerator

"You knew we had an ironing contest, didn't you? Well, believe it or not, the **automatic Gas dryer** did most of my ironing for me. Clothes came out so soft and fluffy and wrinkle-free, they hardly needed more than the touch of an iron. And because Gas is instantaneous, my dryer was always ready to dry, fast as the clothes came from the washer."

"They tell me an **automatic Gas water-heater** is 3 times faster than any other kind run by an all-automatic fuel. I can well believe it! After the magnificent way mine performed at Ellinor Village, I'm certainly looking forward to having one at home. Imagine! Tankful after tankful of sparkling clear hot water—even on wash day!"

"I've always hated messy garbage cans and bulging trash baskets. At Ellinor Village, I just fed everything into my **Gas incinerator.** It's so much better than anything else because it handles waste paper as well as garbage; even the vacuum cleaner sweepings went into it. Gas appliances really are wonderful!"



John Wood Water-heater

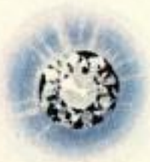
See the latest Mrs. America-endorsed Gas appliances at your Gas company or Gas appliance dealer's.
AMERICAN GAS ASSOCIATION

ONLY Gas does so much so well

GAS—the modern fuel for automatic cooking . . . refrigeration . . . water-heating . . . house-heating . . . air-conditioning . . . clothes-drying . . . incineration.

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¼ carat $90 to $200 ½ carat $215 to $415
1 carat $610 to $1190 2 carats (shown) $1260 to $3350
Average prices for top-grade engagement diamonds (unmounted) offered by representative jewelers in January, 1955. Add tax.

For two in love, the world's a place of bliss
and beauties, made magic by their promise and their hopes.
And they'll recall this wondrous time, always,
in the fires of her engagement diamond.

A DIAMOND IS FOREVER

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THE 100-MILLION-DOLLAR LOOK!



Best-looking buy in a blue moon!

On a June night . . . or at any other time . . . the dazzling Chrysler Windsor Deluxe V-8 is a wonderful car to call *yours!*

Longer, lower, sleekly new-fashioned throughout, the Windsor Deluxe has *more* to offer you for the money . . . it's as simple as that. More performance – with a brilliant new high-powered Spitfire V-8 engine and PowerFlite Automatic Drive – with shift-lever on the dash. More control – with the only genuine Full-time Power Steering . . . and extra large and safe Power Brakes. More eye-level vision – with Chrysler's famous new *sweptback* Super-Scenic Windshield!

What's more, you can own this glamorous, big new beauty for lots less than you'd guess . . . your own Chrysler Dealer can tell you all about that. Thousands upon thousands of motorists are buying this stunning car today in record numbers! Stop in and *drive* a new Chrysler at your Chrysler Dealer's. Once you do, it's a safe bet you won't rest 'til it belongs to you!

CHRYSLER WINDSOR DELUXE V-8—AMERICA'S MOST SMARTLY DIFFERENT CAR

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You wouldn't light your home like this—



why rest second-best on an outdated MATTRESS?

The gas chandelier was strictly for "moderns"—until electricity changed the world. And flat bedsprings were the last word—*until box springs proved so much better.* And then, padded-spring mattresses came in—*but that was long ago.* Today's big change is to the AIRFOAM-ENGLANDER mattress combination—and millions have already switched!

Yes, the foam-rubber mattress is here to stay. In fact, the latest national survey shows that 9 out of 10 users say they'll never buy any other kind!

And people give good reasons for preferring AIRFOAM: better nights that bring better days—easier care, longer wear—the many advantages listed below. And here's another: *Any* mattress is an important investment for years to come. Why not start those years with the tried, true, really *new* AIRFOAM-ENGLANDER combination? Goodyear, Airfoam Dept., Akron 16, Ohio.

Why your AIRFOAM-ENGLANDER will stay modern through the years

Cradles every curve—AIRFOAM, with over half a million air cushions in each cubic inch, buoys up back and body-hollows, permits nerves, joints, muscles to relax—helps induce deep, sweet slumber.



Firm, all-over support—Continuous honeycomb of uplifting AIRFOAM is strongest where your weight is greatest, "floats" you to sleep in a healthful posture.

A boon to allergy sufferers—Unlike other type cushionings, AIRFOAM DOESN'T generate dust, lint or fluff to excite the common allergies.

Never needs turning—AIRFOAM "breathes" fresh air with your every motion, keeps itself cool, fresh, plump and inviting.

Longest-lasting—because AIRFOAM is scientifically molded all in one piece (See #1). There are no parts to loosen, sag, snag or break down!

In the AIRFOAM-ENGLANDER combination, the springs are *where they do the most good*—a resilient upper layer (2) and a firm lower layer (3) in the ENGLANDER Red-Line *Foundation!*

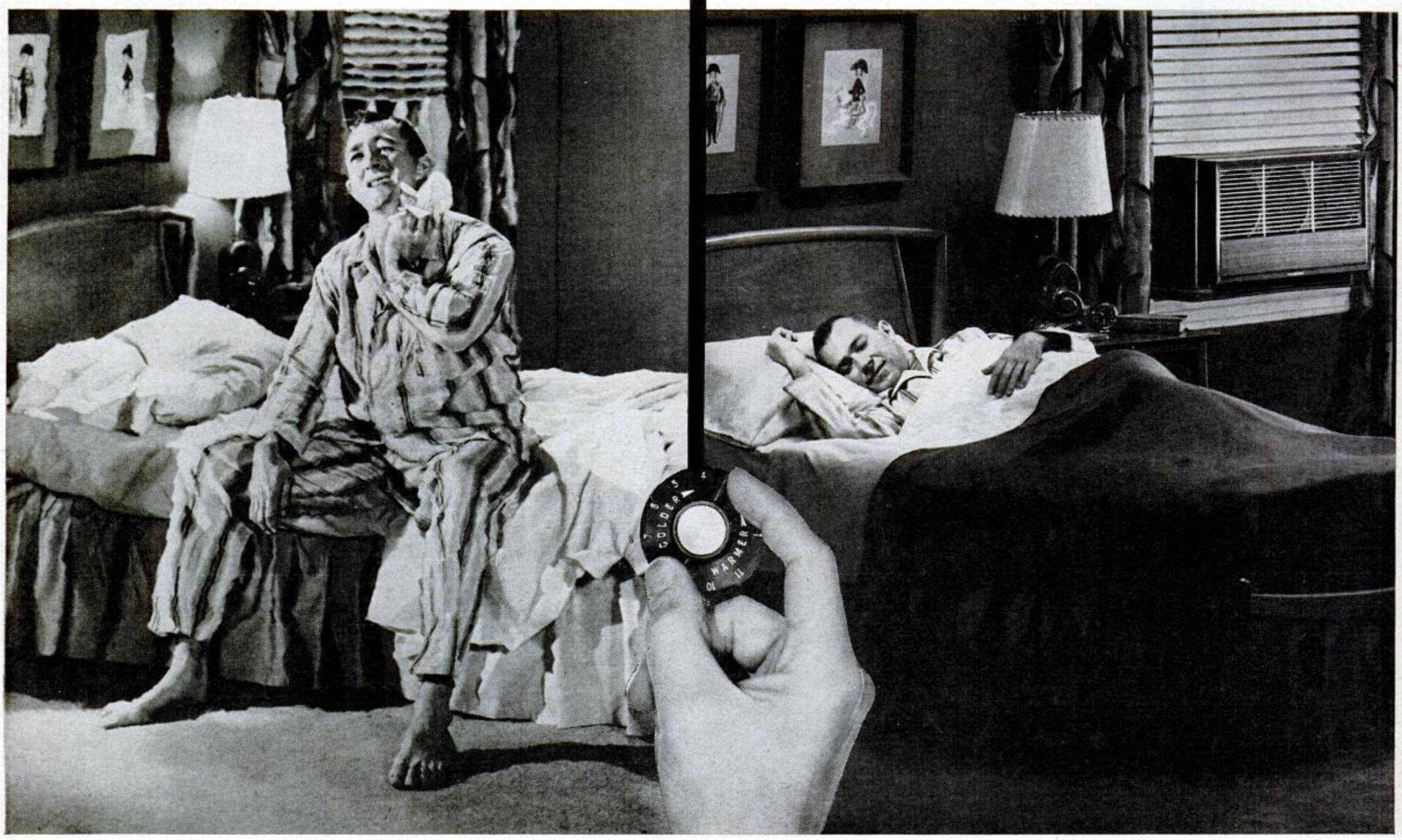


Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T. M. The Englander Company, Inc., Chicago

This One
KLKA-SKK-FUR3
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Why Swelter? JUST A TWIST OF THE WRIST

CHANGES HOT MISERY . . . TO COOL COMFORT!



Live and work in G-E "Comfort-Conditioned Air"!

Simply dial out swelter with this great new General Electric Room Air Conditioner! You can sleep dry and cool *tonight* in G-E "Comfort-Conditioned Air"—air that's *always* cool, dry and filtered to reduce dust, dirt and pollen.

Why not call your General Electric dealer now? He can tell you all about this *fully automatic* room air conditioner! You just set it, and forget it! No expensive plumbing or remodeling necessary for installation. No water pans to empty. No radio or TV interference.

There is a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, to fit any size budget! And every one is backed by a 5-year written protection plan from General Electric, for years the symbol of dependability to appliance users everywhere.

Only the G-E Room Air Conditioner offers you all these benefits:

- **Space-saver drape-line design** gives you choice of mounting: flush (shown at right), projecting (as in picture above), or *any* position between.
- **Fully automatic** controls—a single dial gives you choice of 6 comfort positions.
- **No-draft comfort**—3 big rotator air directors send "Comfort-Conditioned Air" to every part of your room. No more drafts or chilly spots!



G-E ROOM AIR CONDITIONER



Uses less current! New G-E High Power Factor (HPF) models use less electricity. The ½ h.p. models require no expensive wiring—use less current than a toaster or an iron. Ask your power company about HPF before buying *any* room air conditioner!

So quiet! So very dependable!

GENERAL ELECTRIC

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A stirring scene from M-G-M's "LOVE ME OR LEAVE ME"!



SHE WAS A DIME-A-DANCE GIRL when "The Gimp," a Chicago Big Shot, first saw her and claimed her. He strong-armed her to singing fame from Broadway to Hollywood but couldn't win her love. It's a powerful, turbulent drama of real people and a picture that's tops in entertainment!

M-G-M presents in **CINEMASCOPE** and in **COLOR** • **DORIS DAY** as Ruth Etting • **JAMES CAGNEY** as the Gimp in **"LOVE ME OR LEAVE ME"**
co-starring CAMERON MITCHELL • with Robert Keith • Tom Tully • Screen play by Daniel Fuchs and Isobel Lennart • Story by Daniel Fuchs
Photographed in Eastman Color • Directed by Charles Vidor • Produced by Joe Pasternak • An M-G-M Picture • Hear the hit tunes in the Columbia Record Album

Advertisement

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LETTERS TO THE EDITORS

A STRICKEN MAN AND HIS HEART

Sirs:

As a medical student I thank you for your article, "A Stricken Man and His Heart" (LIFE, May 9). I'm certain that this article will aid in awakening people to the very important fact that they must take care of themselves.

JORDAN K. DAVIS

Chicago, Ill.

Sirs:

Congratulations on "A Stricken Man and His Heart," one of the most moving articles I have ever read. I read it twice: the first time for its informative nature on heart attacks; the second time for the emotional and dramatic impact of Robert Wallace's writing.

MRS. TOMMY MCGEORGE

Oklahoma City, Okla.

Sirs:

The article is typical of scare stories and scare statistics bombarding the American public daily. Leave medicine to the medics; then we can go from day to day without thinking every ache or pain is coronary, cancer or catastrophe.

E. M. ROBBINS, D.D.S.

Manchester, Conn.

Sirs:

Your article on "A Stricken Man and His Heart" was most timely. Now that we know what the stricken man did in that situation, we would like to know, according to medical opinion, what he should have done when he had his heart attack.

MRS. ALLEN E. METELMAN

St. Louis, Mo.

● Most authorities suggest the best course is to stay as still as possible and make it known help is needed.—ED.

THE WORLD OF ISLAM

Sirs:

"The World of Islam" (LIFE, May 9) should do much good. Probably no other creed and civilization has suffered from a more prejudiced treatment at the hands of Western interpreters. May I congratulate and thank you for a remarkably unbiased and accurate presentation of a fascinating but difficult theme.

ROM LANDAU
Professor of Islamic and
North African Studies

The American Academy of Asian Studies
San Francisco, Calif.

Sirs:

Regarding your panegyric on Islam; I am a daughter of Armenian parents who felt its flaming sword and find it a little hard to swallow. Anyone who can read between lines at all would be suspicious of the discrepancy between your version: "In the broadest sense Islam is a brotherhood of men under God, transcending barriers of race and nation . . ." and the Moslem version as stated in a caption: "Know ye that every Moslem is a brother to every other Moslem."

(MRS.) MARY MATOSIAN MORABITO

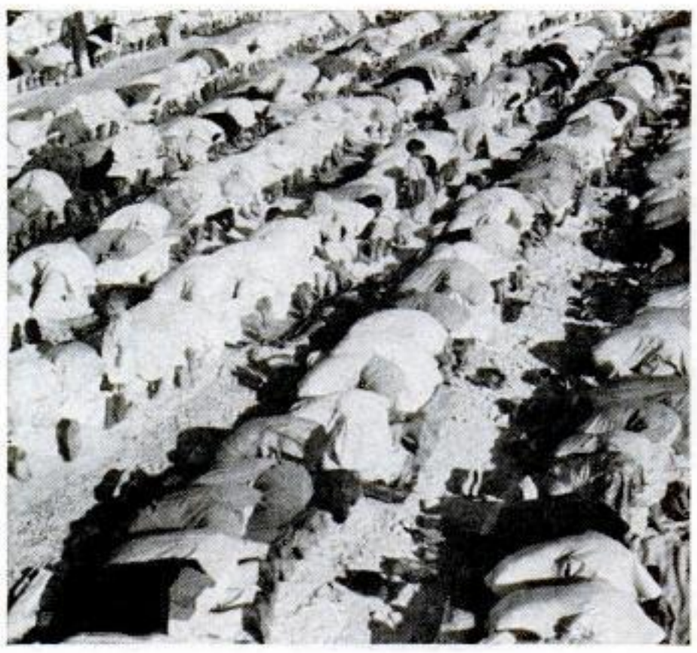
Alhambra, Calif.

Sirs:

The picture showing Moslems at prayer offering thanks at the end of Ramadan does not do justice to the importance of the occasion. Here is one, taken at Karachi, symbolizing the equality of all believers and the brotherhood of man.

A. W. WYNE

Evanston, Ill.



PRAYING MOSLEMS AT KARACHI, PAKISTAN

Sirs:

Your splendid article, "The World of Islam," failed to mention the Mohammedan veneration for Mary. While Moslems deny the divinity of Jesus they believe in her Immaculate Conception and the Virgin Birth. This belief has led to many interesting meeting-grounds between the two faiths. The most recent shrine of this sort is Panaya Kapulu at Ephesus in eastern Turkey, discovered in 1881 and believed by many persons to be the actual house where Mary lived during her final years on earth.

ROBERT LARSON

Los Angeles, Calif.

Sirs:

We all need some clarification of the following questions: Which is right: Muhammad or Mohammed; Muslim or Moslem? Are the words interchangeable?

MRS. A. T. WARNER

Spokane, Wash.

● LIFE uses Mohammed and Moslem, common Westernized spellings. Muhammad and Muslim, phonetically nearer to the Arabic pronunciation, are also correct.—ED.

Sirs:

When you say that purdah "persists notably in Pakistan" you should have said "notably in Afghanistan." In Afghanistan none of the women may appear outside of their own compound walls without the *chaderie*, as their burqus are called. In fact in the smaller villages women are rarely seen at all on the streets. In Kabul, the capital, however, great numbers of these shrouded figures move silently through the crowds. The *chaderie* is no mere shawl thrown over the head but a definite garment, consisting of yards of material shirred to a small close-fitting embroidered cap, and falling in voluminous folds to the wearer's feet on the sides and in the back. In the front a shorter embroidered panel contains the embroidered lattice through which they see to pick their way along.

MRS. E. P. PATTISON

Colorado Springs, Colo.

SUDDEN HITCH IN A PROGRAM

Sirs:

Your caption under my LIFE picture ("Sudden Hitch In a Program," LIFE, May 9) was so right. My 2-year-old grandson is being taught to say, "Harassed Manufacturer." One day we were being congratulated for our splendid part in the Salk vaccine production. The next day people who knew nothing about Cutter laboratories, or polio, or vaccines, were castigating us as inexperienced, careless incompetents. The distance from hero to heel is two letters and 24 hours.

No matter what the outcome of the entire situation, I can prophesy one thing. It will show that the Cutter polio department was staffed with men of unquestioned competence and integrity, who made a vaccine which passed all tests set up by the United States Public Health Service.

ROBERT K. CUTTER, M.D.
President

Cutter Laboratories
Berkeley, Calif.

A SCOPES RETRIAL

Sirs:

With all the current revival of interest in the famous Scopes trial of 30 years ago ("A Scopes Retrial," LIFE, May 9), I thought you might be interested in knowing that William Jennings Bryan University, a citadel of truth, was founded in 1933 on Bryan Hill only a mile from Dayton courthouse where the trial was held. We are going stronger than ever.

DAVID H. HEYDENBURK

Bryan University
Dayton, Tenn.

TYCOON AND THE PUBLIC

Sirs:

Your editorial ("The Tycoon and the Public," LIFE, May 9) on Mr. Young's request for reimbursement of proxy solicitation costs neglects to mention that nearly every entrenched corporative management charges such costs to expense, and thereby to taxes (52%) and profits (48%). As an example of the sort of abuse which seems a more fit target for your editorial ire: in the recent Ward battle the management sent a man 1,100 miles round-trip from Oakland after my proxy, a very small one, I assure you.

P. S. BARROWS

Del Mar, Calif.

THE ANCHOR OF COLUMBUS?



PORT-AU-PRINCE ANCHOR

Sirs:

Another anchor of Columbus' flagship *Santa Maria* ("The Anchor of Columbus?" LIFE, May 9) can be seen at Port-au-Prince, Haiti.

RICHARD A. LOEDERER

New York, N.Y.

● The authenticity of this anchor has never been fully established—just as the authenticity of the Link find may never be fully established. Since the *Santa Maria* probably carried five to seven anchors, both claims may be legitimate.—ED.

DITTY FOR THE DERBY

Sirs:

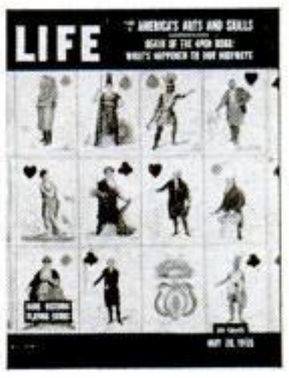
My grandfather recited the old rhyme the same as you did ("Ditty for the Derby," LIFE, May 9) except for the last two verses:

Three white feet—deny him
Four white feet and one white nose—
Take off his hide and give it to the crows!

MRS. THOMAS DUGLE

Cincinnati, Ohio

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How to grow Campbell Tomatoes like these

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Then, in most areas of the country, you need sturdy plants ready to transplant at just the right time to get a bumper crop of tomatoes. So you start the seedlings, the way Campbell does, down in Georgia in sun-warmed loam that's specially prepared.

When it's just the right time, you have those seedlings packed deep in moss and shipped north under refrigeration. And you transplant them at exactly the right depth.

At this point, it would get a little easier if you were actually growing tomatoes for Campbell. Because a Campbell fieldman would stop around from time to time to help you. He'd know just what fertilizers to use and how best to deal with wilts, blights, insects, and things like that.

If you do all this exactly right, a very few plants should yield you a basket full of Campbell Tomatoes as sun-ripened red as those in the picture.

You don't have to go to all this trouble to raise very acceptable tomatoes in your garden. But when you buy one of Campbell's tomato products, we want to be sure you get all the flavor that the world's best tomatoes and the blending skill of Campbell chefs can give you.

It's just one more example of the way we try to live up to the simple creed we live by:

"To make the best, begin with the best—then cook with extra care."

"We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation."



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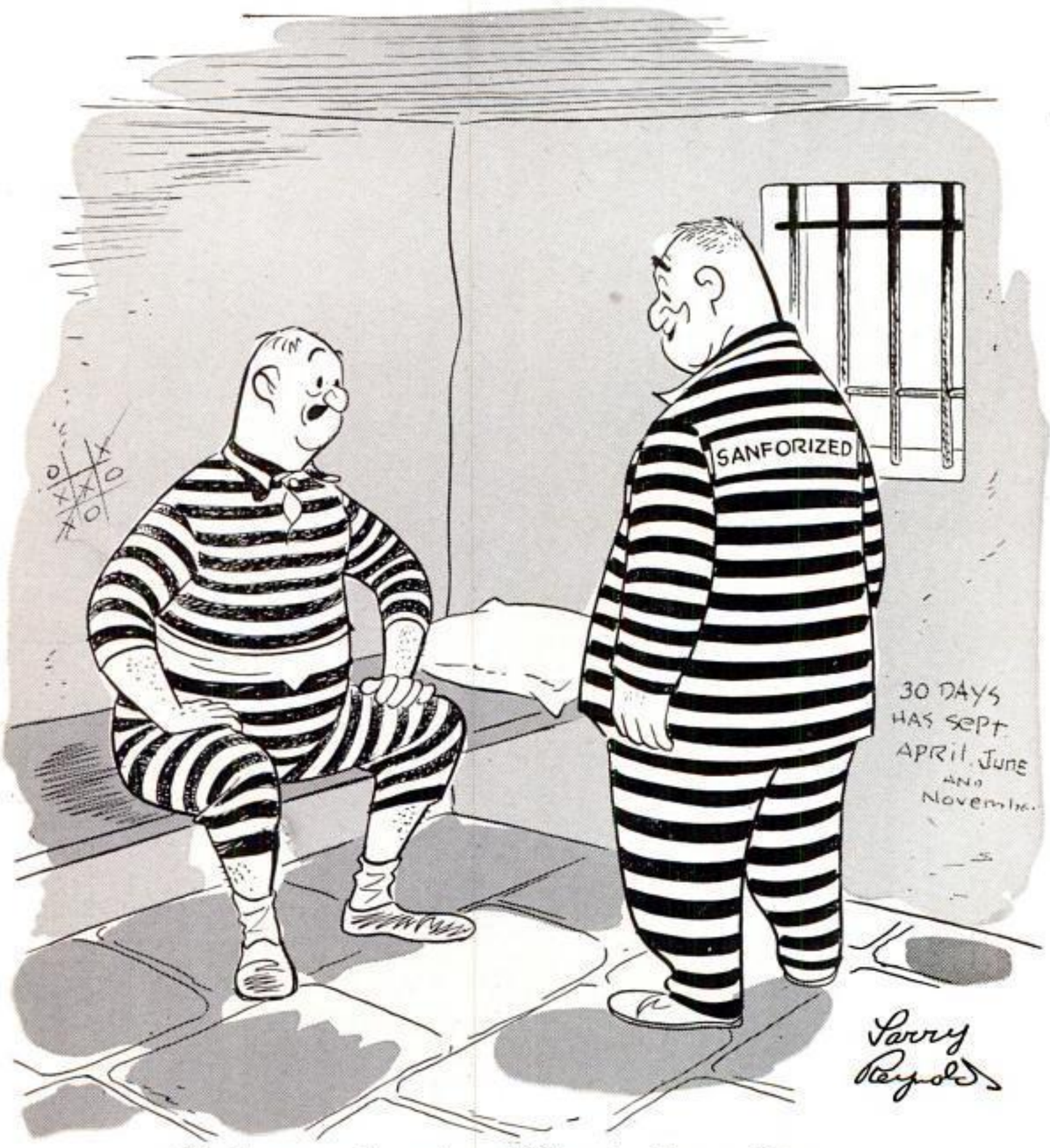
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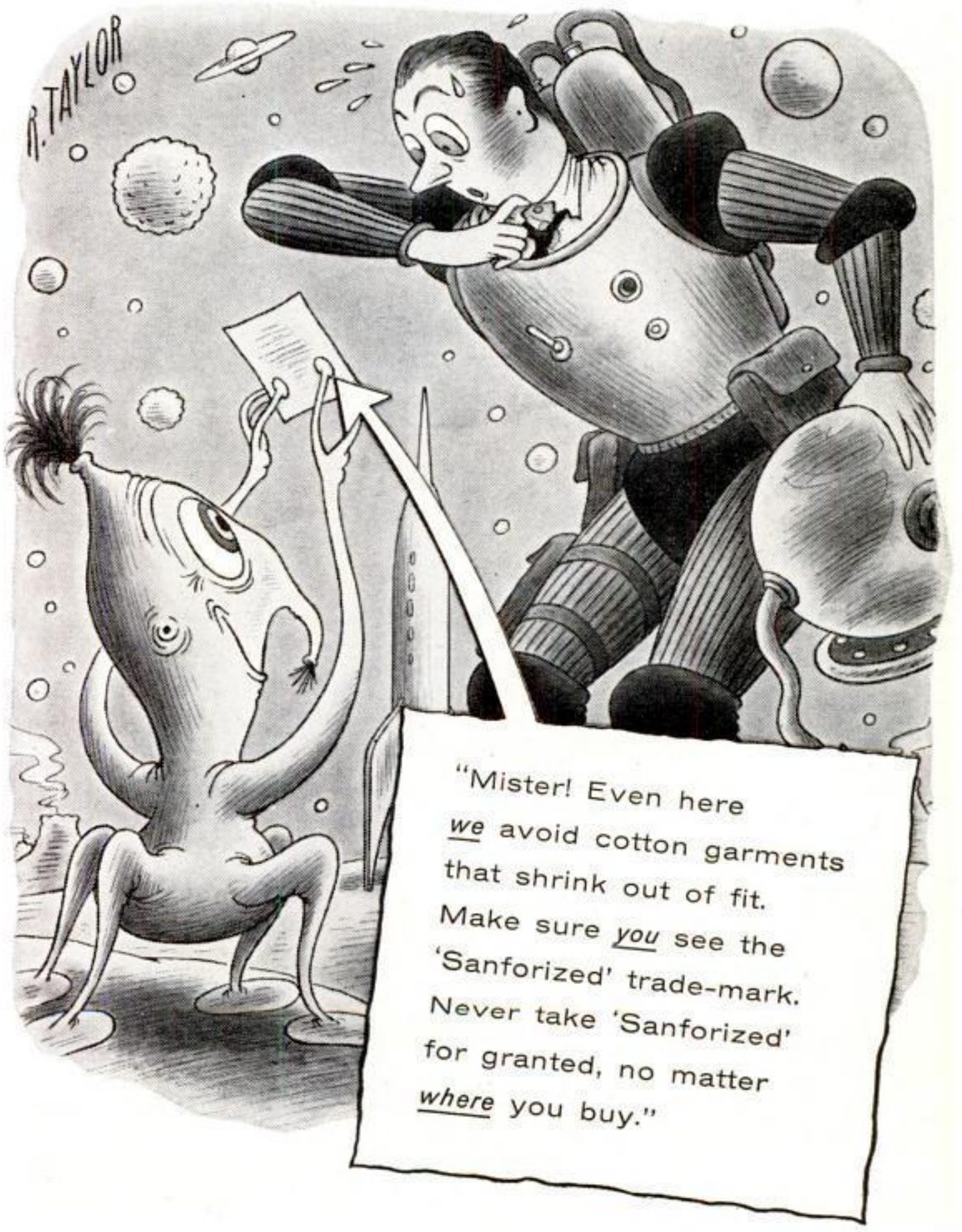
"Count me out! Any man that bets his 'Sanforized' shirt *must* have a sure thing."



"Stick to your diet, take one of these pills daily and get 'Sanforized' shorts."



"Modern penology, fooey! I'd rather have solitary than this shrunk uniform."



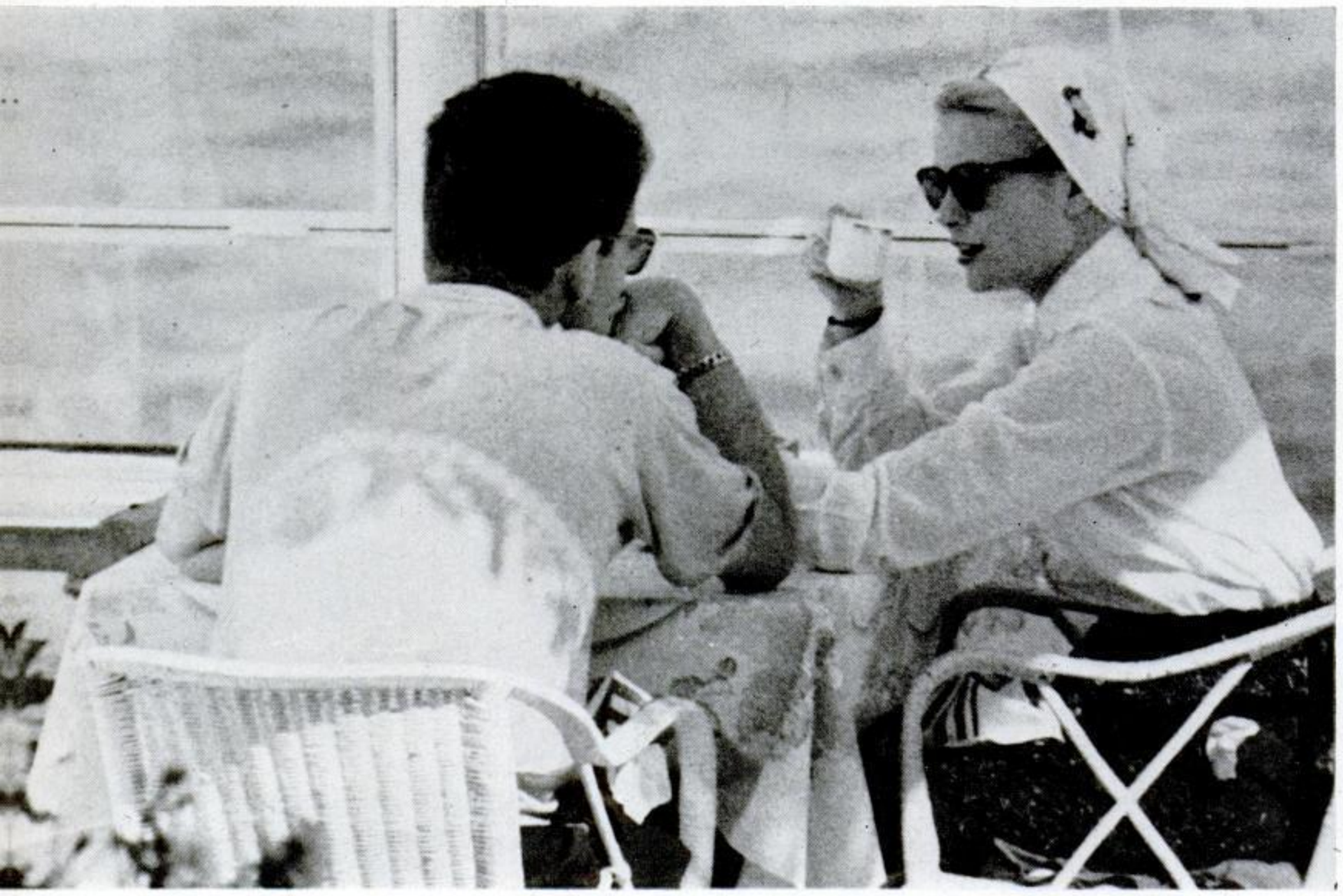
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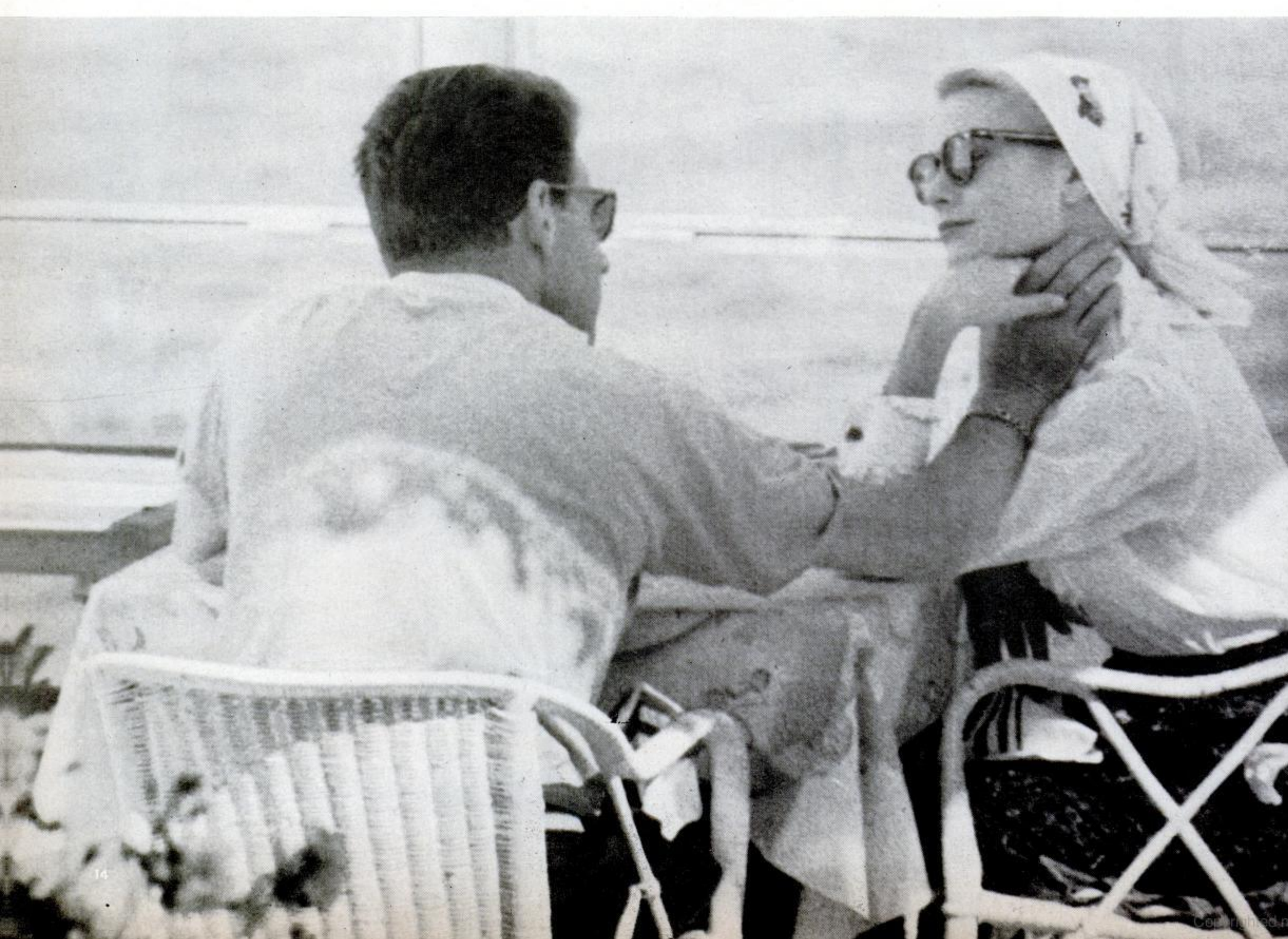
SPEAKING OF PICTURES

GRACE'S RIVIERA ROMANCE

A French photographer takes the most talked-of scene at the Cannes Film Festival





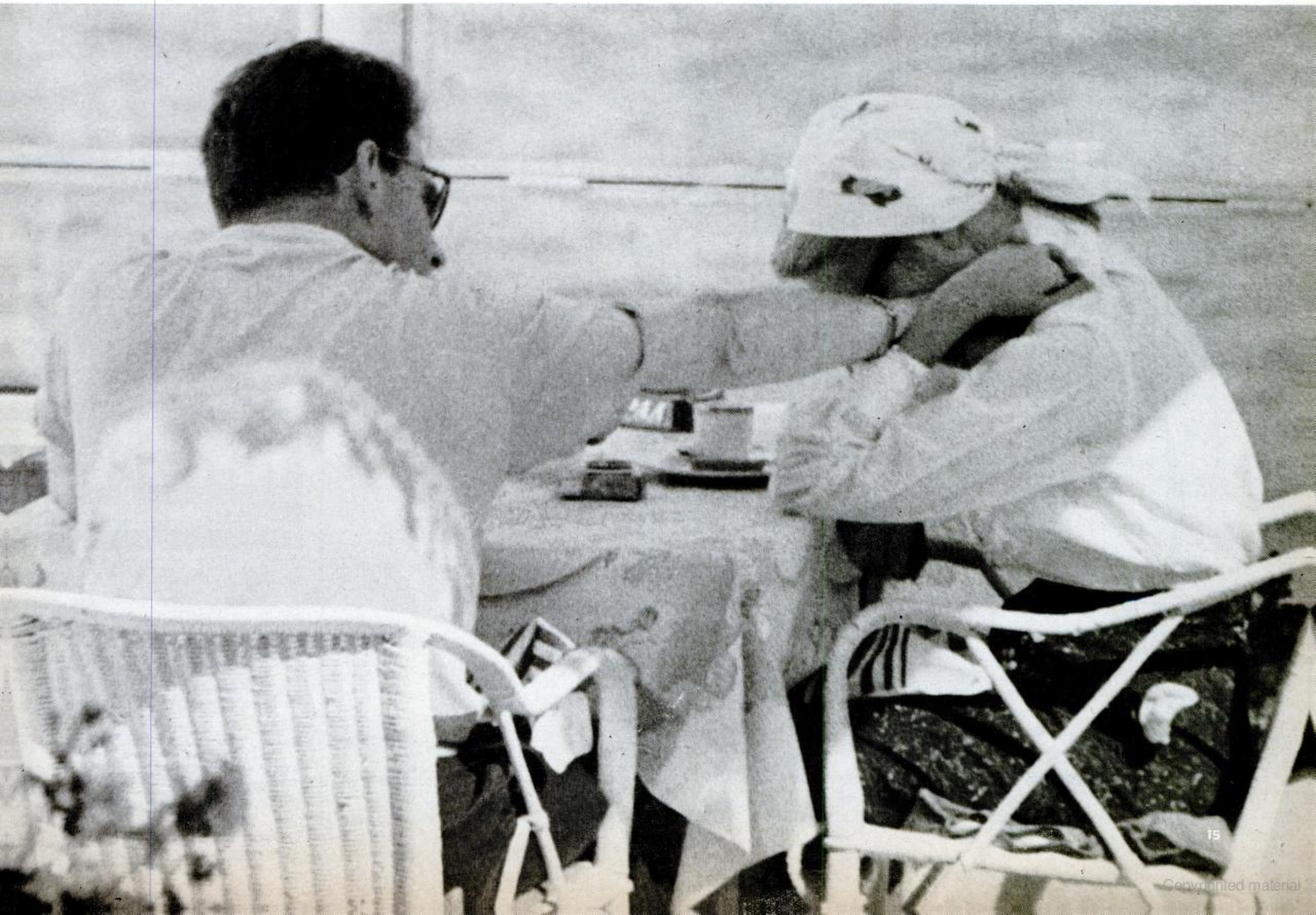


American films stole the international movie show at the Cannes Film Festival this month but the most talked-about performance on film was the intimate little postprandial scene below. The man is French Movie Star Jean-Pierre Aumont; the girl is Oscar-winning U.S. Star Grace Kelly. The two friends, who had met in New York some time ago, were trailed to a Riviera restaurant by a *Paris Match* photographer. There, after lunch, Grace indulged in a romantic moment of hand-holding and hand-kissing while the photographer clicked steadily from a remote vantage point.

The pictures confounded some movie people who consider Miss Kelly a coldly practical career girl, but bolstered gossip that she was going to marry Aumont. Whatever else, the pictures provided a warmhearted record of two pleasantly happy people having an unashamedly good time.







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"A poor little half-starved kitten came to our home," wrote Mrs. F. J. B., "We could see every bone in her body. Her coat was so dull; she just seemed lifeless. We started feeding her Puss 'n Boots. Now she's plump ...playful, bright-eyed, with a coat like velvet! It seems like a miracle, and Puss 'n Boots did it!"

playful, bright-eyed, with a coat like velvet.
It seems like a miracle and Puss'n Boots did it!



For a full-color 8" x 10" reprint of this original Chandoha photo, send 25¢ to Puss 'n Boots, Dept. L-35, Box 1459, G. C. Sta., New York 17, N. Y.

She called it "a miracle"... Science calls it Good Nutrition

If you like cats, the letter quoted above has probably hit a happy note. It's one of the many we receive every day, telling us in "cat-owner talk" what biologists have long observed in their laboratories and clinics: the miracle of good nutrition...the miracle of Puss 'n Boots feedings.

The Puss 'n Boots formula—which has never been equalled, much less surpassed—assures your cat of *noticeably* superior nutrition. It proves itself in your cat's softer, glossier coat...lively step... happy, ready-to-romp disposition. It provides what scientists find to be the *best* single source of nourishment for cats: fresh-caught *whole fish*.

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To the whole fish in Puss 'n Boots are added seven cereals, selected and tested with scrupulous care for their all-round nutrition. The whole fish and the cereals are then finely ground, pre-cooked, and come ready to serve from the can. There is nothing for *you* to cut-up, mix or cook.

Feed your cat Puss 'n Boots regularly—and observe him. In less than three weeks you will see a most gratifying improvement!

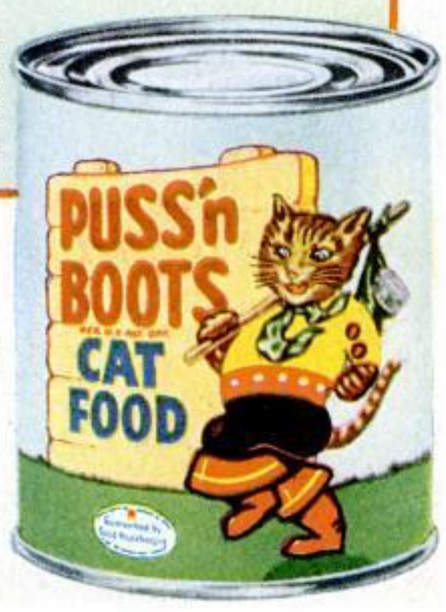
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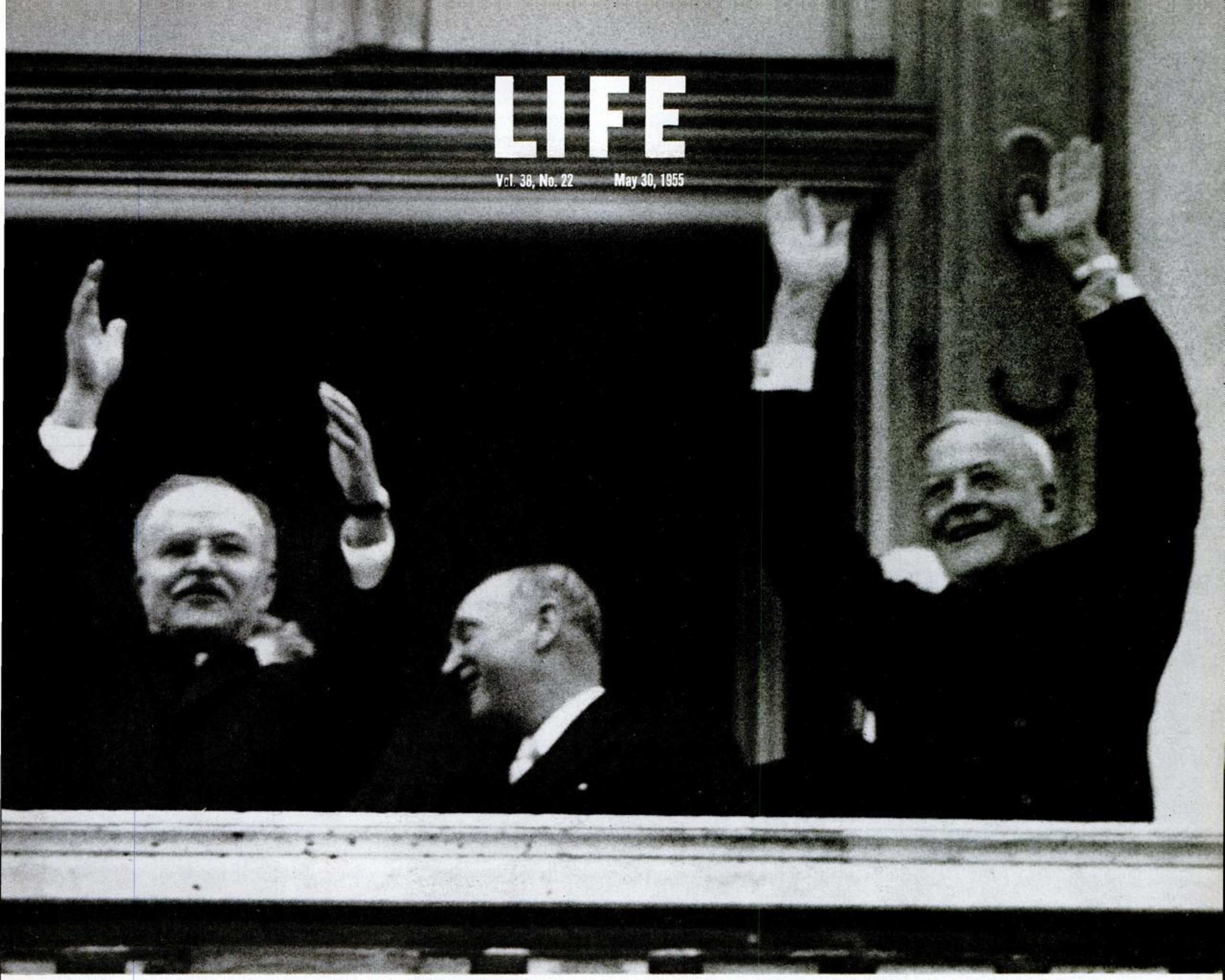
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Philip Morris

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LIFE
Vol. 38, No. 22 May 30, 1955



IN A SURPRISING DIPLOMATIC DUET, MOLOTOV AND DULLES ANSWER CHEERS AFTER SIGNING VIENNA TREATY. CENTER: AUSTRIAN VICE CHANCELLOR SCHAERF

THE CHANCES FOR PEACE IN 1955

FREE WORLD'S HOPES REVIVE—A DISCUSSION OF HOW THEY MAY BE REALIZED

The moment above marked a surprising change in the world's diplomatic scene. After 10 years of hostility, the Communists had suddenly changed tactics if not their ultimate objective. Instead of repeating belligerent assertions of Russian might their emissaries seemed bent on winning friends.

In Vienna the Russians acquiesced to terms for an Austrian treaty hitherto brusquely rejected. They welcomed a conference between chiefs of state. They even announced a mission by two top Soviet leaders to the Communist heretic, Tito.

In a world long darkened by the threat of Soviet aggression it was natural that even such small sparks of hope would flash like beacons of peace. Such hope offered both clear advantages and subtle dangers for the West. To appraise these opportunities and difficulties LIFE's senior European reporter, Emmet John Hughes, last week completed a tour of the major capitals of Europe. In the perceptive article that follows he sketches the dimensions of the problems which, as a result of the change in Soviet tactics, the diplomats of the free world must now face.

by EMMET JOHN HUGHES

The year 1955 may rule the lives of the unborn more sternly than any year in the memory of living man. This is neither theory nor exhortation; it is fact. Upon men and emotions and events now at work can turn the destiny of Europe, the very existence of the United States and the hope of freedom anywhere.

Guns, bombs and the menacing roll of mass armies—these have been the usual 20th Century witnesses called to give testimony that such tests are at hand. An age tutored in terrible wars has come to expect and await the roar of such evidence before it accepts the fact. This time the wait could be fatal.

The Western world and Soviet Communism are meeting in their most critical political and diplomatic encounter. Upon this encounter the whole future of their struggle can depend: its nature, its weapons, its results. In this encounter no weapon can be more deadly than the spoken word, the written proposal or the signed paper. Such weapons will be shaped in the consciences

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and in the minds of the Western peoples and their leaders.

For more than two years, or since the death of Stalin, the West has striven to achieve a position of strength from which it could negotiate profitably with Russia on a heads-of-state level. This has in the main involved strengthening the nations of Western Europe, because they are America's natural and necessary cultural, spiritual and political allies in the world struggle against Communism. The imminence of a heads-of-state meeting commands the U.S. to examine and consider the political and economic health of these allies. In talks with statesmen of four capitals I have tried to find out some of the answers to this desperately crucial question.

ALLIES? THEY ARE RELAXED AND MAYBE CONFUSED

Until recently the danger of actual Soviet aggression was the decisive fact in the national policies of Western European countries. This is no longer true. A veteran U.S. observer told me in Bonn: "The first fact about Europe and Germany today is: they're no longer scared of Soviet aggression. Call them blind, stupid, craven, cussed—but they are not scared." One reason they have ceased to be scared is Europe's unprecedented prosperity. "Prosperity in Germany," an American diplomat in Bonn observed to me last week, "is the fact that comes before all else. The people are happy to have coats, shoes, houses and a little spending money. The present is fine."

But now—and this is a paradox both curious and troubling—at the moment when Europe's will is most able to assert itself and to affect East-West relations, the political mind and temper of Europe are unstable. "A 10-year cycle has just ended," says Italy's new President Giovanni Gronchi, "and a new phase is beginning." (But he did not spell out the "new phase.")

In Paris the newspaper *Le Monde*, cheering Soviet moves to establish a neutral belt dividing Europe, exulted that neutralization was coming to pass. In Britain, Tory campaigners labored earnestly to convince the voters that their desire to negotiate with the Soviets was no less great than that of the Socialists. The sober, thoughtful Chancellor of the Exchequer, Rab Butler, declared, "There is in the international scene today a feeling of spring after a long winter of discontent."

This is the articulation of humanity's hope, not diplomacy's skill and cunning. What, then, can be negotiated with the Soviets this year, and how? Nowhere in Europe is there a precise answer to this question, or a strongly evident will to achieve a policy which would be an answer.

In Bonn, German leaders know well that the fate of their land is one of the two great issues that will face the Big Four. (The other is disarmament.) They also know that they cannot be ostentatiously strenuous in their own efforts to force decisions. As one German foreign office aide said, "Our position is rather special. If we appear rather stiff-backed, we become 'warmongering Germans.' If we appear too pacific and conciliatory

STEPS LEADING TOWARD THE SUMMIT

MAY 11, 1953 Britain's Prime Minister Churchill proposes a conference "on the highest level" to reduce war dangers. The U.S. asks first for signs of Russian sincerity, such as a Korean truce and an Austrian treaty.

JULY 27, 1953 A truce is signed in Korea after three years and 32 days of warfare including two years and 17 days of negotiation.

OCTOBER 10, 1953 Churchill again calls for a conference "at the summit." Western foreign ministers sidetrack proposal with call for foreign minister's meeting on Germany and Austria.

NOVEMBER 3, 1953 Russia rejects the Western proposal, insisting on a wider meeting to include Red China. Churchill acknowledges the time is not ripe for his meeting at the summit.

DECEMBER 8, 1953 The Big Three, meeting in Bermuda, agree to a foreign ministers' meeting after Russia abandons demand for Red China.

FEBRUARY 18, 1954 In Berlin foreign ministers fail to agree on Germany and Austria but set up a Far Eastern conference in Geneva.

MAY 7, 1954 The French suffer disaster at Dienbienphu in Indochina. The U.S. seeks Southeast Asian defense alliance.

JULY 21, 1954 At Geneva Communists win a major diplomatic victory with a truce cutting Indochina in two. Korean peace talks failed.

AUGUST 30, 1954 The free world's prospects reach low point as France rejects German rearmament within EDC.

SEPTEMBER 8, 1954 In Manila eight nations set up SEATO, an Asian approximation of Europe's NATO.

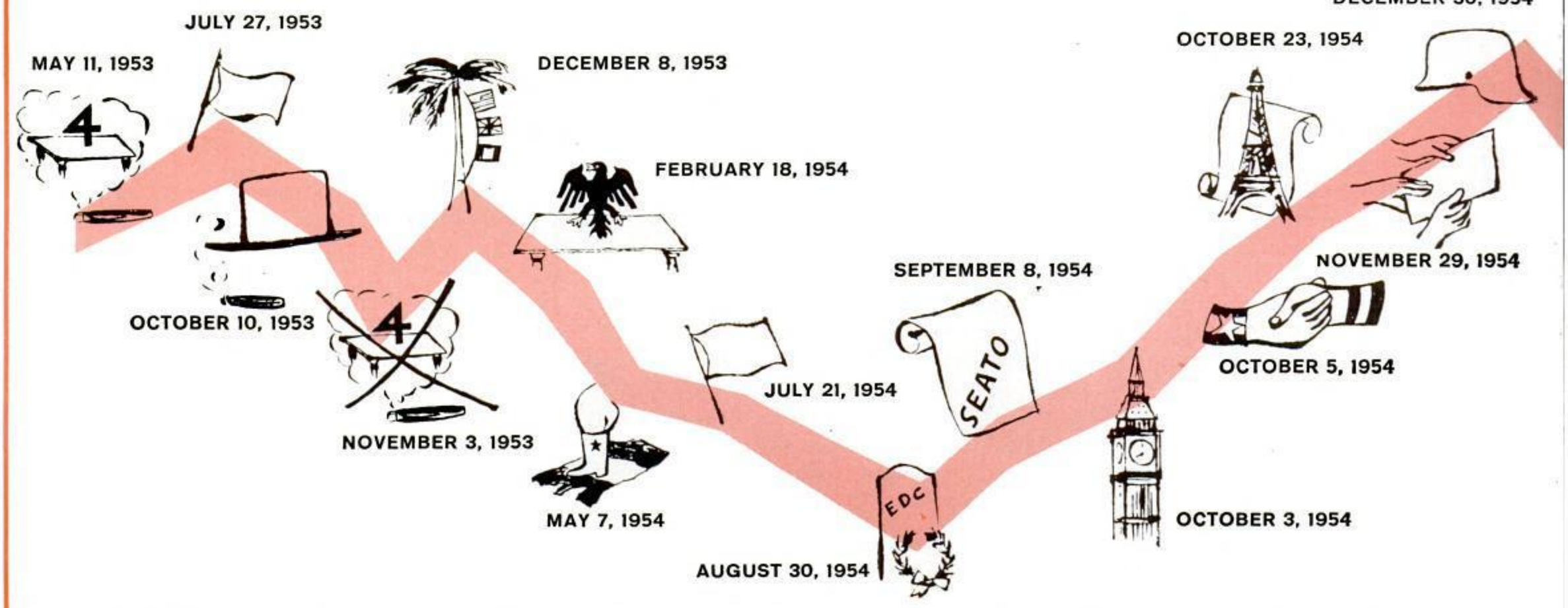
OCTOBER 3, 1954 In London nine Western nations hammer out a new formula for bringing Germany into the NATO defense system.

OCTOBER 5, 1954 U.S. and British diplomats work out agreement ending nine-year dispute between Italy and Yugoslavia over Trieste.

OCTOBER 23, 1954 Paris pacts on German rearmament are signed. Russia again asks for a meeting on Germany.

NOVEMBER 29, 1954 The West lists conditions for Big Four foreign ministers' meeting: ratification of German rearmament; Russian agreement to an Austrian treaty; and Russia's clarification of its stand on all-German elections.

DECEMBER 30, 1954 France ratifies pacts on German rearmament.

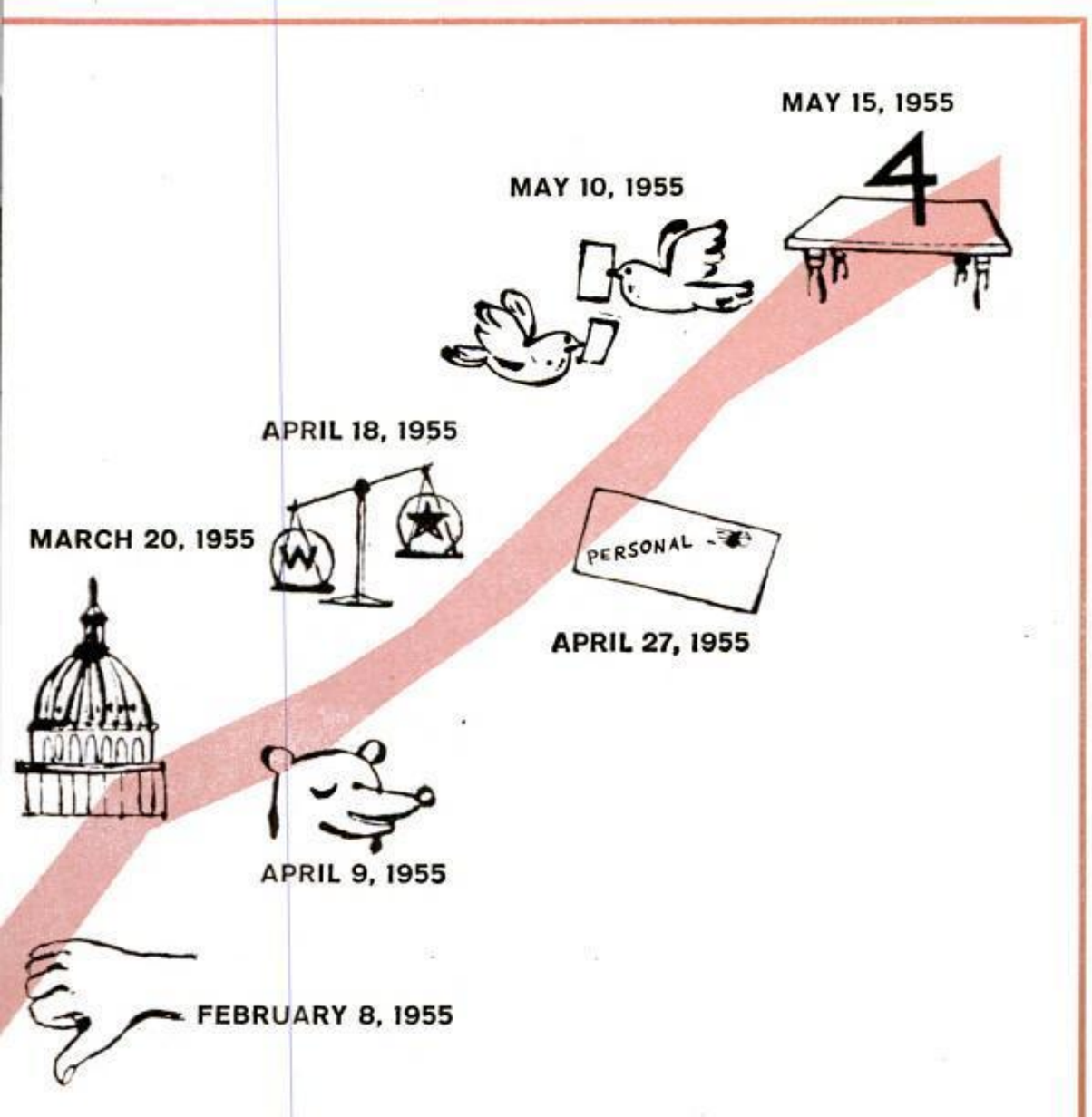


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we become 'those double-dealing Germans.' Our job really is to keep marching carefully in the second or third row, looking neatly uniformed and cleanly shaved, and keeping our mouths shut." In the deepest sense, Germans are caught in a crossfire of fears. One fear envisions unification according to a Soviet scheme whose acceptance would be dangerous but whose rejection would be politically difficult to survive. A matching fear foresees that East and West might both conclude that the present division of Germany serves neither side too badly—and then decide, with due public expressions of condolence to the Germans, to make arrangements perpetuating the division indefinitely.

Chancellor Konrad Adenauer's Socialist enemies have for years been content to cry for "talks with the Russians" without ever bothering to define precisely what they proposed offering the Soviets. One night last week Socialist Leader Erich Ollenhauer broadcast a firm declaration renouncing "neutralization" as a tolerable settlement for Germany. The following morning I asked him if he would accept a Soviet offer promising unification and free elections to Germany if Germany agreed to put a ceiling on its armed forces and withdraw from NATO. Ollenhauer said the Socialists would accept this—but insisted that it was not neutralization.

In Rome and Paris the political picture is affected by the unhappiness of the Christian Democrats. The great "Christian International" of a few years ago—under Adenauer, De Gasperi and Bidault—looked like a dynamic, Europe-wide force of clear and constructive purpose. The look largely deceived.



FEBRUARY 8, 1955 Internal dissension erupts in Russia as Premier Malenkov is replaced by Defense Minister Bulganin.
MARCH 20, 1955 On Capitol Hill Democratic Senator George, a supporter of the Eisenhower foreign policy, advocates conference at summit.
APRIL 9, 1955 Russians indicate they are ready to sign Austrian treaty. Austrian Chancellor Raab arrives in Moscow April 11.
APRIL 18, 1955 At the Bandung conference of 29 Asian and African nations there is an unexpected show of friendship for the West.
APRIL 27, 1955 President Eisenhower reveals he has had an "absolutely personal" exchange of letters with an old wartime friend—Russian Defense Minister Marshal Georgy K. Zhukov.
MAY 10, 1955 U.S., Britain and France propose a Big Four conference of chiefs of state. Russia accepts four days later.
MAY 15, 1955 The Big Four nations sign an Austrian peace treaty.



POSSIBLE CONFERENCE SITE for Big Four meeting is Chateau d'Ouchy, hotel near Lausanne where Allies and Turkey held World War I peace conference.

In France, the exciting postwar upsurge of the MRP now seems to have been the result of no great political dynamic at work but is perhaps the work of women voting for the first time. In Italy Christian Democracy suffers from lack of leadership, puerile personal vendettas and an intellectual chaos revealed by the grotesque spectacle of a Gronchi more "leftist" than any orthodox Socialist. He runs as a Christian Democrat but owes his office to Communist and fellow-traveling votes.

A backward glance at recent years now shows the truth in sharp outline: Christian Democracy's strength never came from the appeal of a clear, durable program but rather from the reaction of Western Europeans to the Soviet Communist threat. The result, in the acid words of one U.S. diplomat, is this: "By and large, Christian Democracy resembles nothing so closely as a dead man in a jammed subway who looks alive only because he is held upright by the crowd."

In Paris the German issue generates further confusion. A negotiated *détente* (political relaxation) is the dream of almost every French leader. The French foreign minister who one day returns from an East-West conference with some settlements will surely achieve political beatification in France. Yet a united Germany, which would be involved in the settlement, is the last prize he would like to boast of as having wrung from the Soviets.

Such simple thoughts on the German problem do little more than hint at the vast areas of indecision hidden in the word *détente*. Here, on the most obvious diplomatic issue, no less than in the deeper political recesses of Europe's national lives, doubt darkens purpose.

Above all, Europe is negotiating from hope. This is wishful thinking but the hope is not empty of substance. In spite of all its political ambiguities, indecision and lack of direction, Europe in 1955 possesses some very real elements of strength.

BUT FREE WORLD CAN LEAD FROM REAL STRENGTH

Most importantly, Europe has NATO and imminent German rearmament. By July Konrad Adenauer will have pushed through legislation allowing the fast formation of some 100,000 German volunteers into an officer force to staff first German divisions. What does this mean? A British diplomat says simply, "There is no doubting this fact: The Soviets took their worst defeat since the Berlin blockade with the start of German rearmament." An American diplomat puts the matter more sharply: "Imagine yourself as a visiting Russian diplomat, wandering along the banks of the Rhine—watching those loaded freight trains moving constantly up and down both sides—the barges jamming the river—all carrying products of Germany's fantastic industrial comeback. And imagine what it means—

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SIGNING CEREMONY IN VIENNA brought veteran foes in the cold war to tables which once belonged to Napoleon's old foe, Field Marshal Josef Radetzky. Seated from left at tables in Belvedere Palace's Hall of Marble are: U.S. Ambassador Llewellyn E. Thompson Jr., U.S. Secretary of State John Foster Dulles, Soviet Ambassador Ivan Ilyichev behind standing aide, Soviet Foreign Minister Vyacheslav M. Molotov, Austrian Foreign Minister Leopold Figl, British Foreign Minister Harold Macmillan, British Ambassador Geoffrey Wallinger, French Foreign Minister Antoine Pinay and French Chargé d'affaires Roger Lalouette.

the knowledge that this Germany is ready again to arm—when you have felt their lash across your back twice in a generation. Do you think you would feel that all was going splendidly well for your Mother Russia?"

And Europe has elements of political strength, too. The drive for Western unity suffered a fearful emotional setback when France rejected EDC. But the Western European Union that suddenly rose in its place brought the tangible compensation of a Britain bound to the Continent as never before.

Europe's sanest statesmen hold no shallow illusions that any "meeting at the summit" is going to bless the Continent with peace or Soviet Communism with benevolence. Privately, Konrad Adenauer says, "The conferences may go on for two years." However France's political leaders may vacillate, the professionals at the Quai d'Orsay show not the slightest favor of Soviet plans for 'neutralizing' middle Europe. The private temper of the British foreign office is accurately reflected in the warning of London's *Economist*: "It is indeed in a combination of boldness and patience, and a stern disregard of all clamor for immediate concessions, that the free world's best hope lies."

Strength, like hope, is relative. The belief of an Adenauer, of an Eden and of prevailing European opinion is that Soviet Communism's present conduct suggests facts that make Western strength more impressive, Western hope more reasonable.

It is clear that for the first time Soviet policy reflects an awareness by Soviet leaders of what H-bomb warfare could mean. The latest Soviet disarmament proposals, while far from suggesting a kind of international control acceptable to the West, are written (in the words of one close adviser of Eden), "in the tone and language of a man who, perhaps for the first time, realizes that this is a subject too fateful for just propagandistic yapping."

The same slow recognition of atomic facts of life has two other immediate effects.

First: It makes mere possession of territory, like Germany's East Zone, far less significant militarily, and its possible concession far easier.

Second: The same knowledge similarly depreciates the value of conventional armies. The withdrawal of U.S. troops from Austria does not cancel out the NATO airbases which defend the anti-Communist frontier from Norway to Turkey, although the removal of these threats is certainly one of the chief Soviet objectives in the current diplomatic offensive.

"The worth of a standing army of 175 divisions becomes pretty debatable in these circumstances," says one London foreign office official. "Sooner or later the thought must occur even to the Soviets that the cost and effort of maintaining such an army makes little sense in the atomic age."

Soviet military strategy is increasingly troubled by a sense that Russia is facing trouble on two fronts, Europe and the Pacific. One Bonn official wryly remarked, "We Germans lived with this two-front nightmare for the last 100 years. The Russians are getting the same feeling now."

And, although decisive evidence is lacking, every Western European foreign office is convinced that both Russia and China are suffering far deeper economic distresses than the outside world realizes. Coping with these problems, as well as all the internal trials of a bizarre experiment in "collective" political leadership, Soviet policy shows increasingly less concern for ideological purity or even simple political consistency. The Khrushchev-Bulganin pilgrimage to Tito, making Belgrade a kind of Communist Canossa, may yield them some political dividends. But the astonishing gesture pays honor to a heretic in a way that can scarcely be designed to discourage Titoism.

The sum of these facts and inferences leads no European statesman to expect that Soviet policy is going to become obligingly compliant in the near future, or that the nature of Soviet Communism has radically changed. But something is happening. When the Western foreign ministers met recently in Paris a cautious American diplomat put the matter to them this way; "It is not a basic change of course—but it is a distinct improvement." To this, all agreed.

THE U.S. CAN SHOW WAY TO VICTORY FOR PEACE

During a fear-ridden decade of the cold war with Communism the U.S. has been the acknowledged leader of the West. Now only the U.S. can lead the way through a fog of European political indecision toward a policy for peace which will make effective use of the West's newly won strength. The state of mind in Europe, the facts of European political life and the present nature of Soviet Russia's behavior justify a few general conclusions about immediate U.S. policy.

1. For the United States to shy from negotiations with the Soviet Union today would gain nothing for the U.S., for Europe, or for abiding principles. The U.S. cannot win respect by

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assuming an air of pained reluctance about the event. It is admirable, of course, not to raise the hopes of peoples carelessly or to exploit them callously. But a display of scepticism and scorn for the very process of negotiating—even if a total failure of the diplomatic encounter were likely—would not earn honor and thanks for the American gift of political prophecy. It would merely invite the suspicion in Europe that the U.S. had always feared either its own case or its own capacity to argue it.

2. For all the hope that stirs among their own peoples, most European leaders think that Washington is far too sanguine in crediting recent Soviet actions so simply to "Western strength." Facts do not justify talking of the Austrian settlement simply as a "rollback" of the Red army. Soviet diplomacy made its own decision in a manner and at a moment completely of its own choice. The result "rolled back" Western forces quite as many miles as Soviet forces. At the recent four-power meeting in Vienna the West European foreign ministers were told by the U.S. that the Austrian settlement proved the efficacy of the West's "moral principles." To the foreign ministers, this analysis seemed to credit the Soviet Union with a moral sensibility whose existence they strongly doubt.

3. European leaders (and U.S. diplomats in Europe) believe that all such earnest U.S. language betrays misapplied moral values and ambiguous political thinking. It would, for example, be welcomed if some people in Washington stopped citing the word "sincerity" to define its test for Communist conduct. The term seems an elusive one to apply seriously to any national policy—and, applied to Communist behavior, it seems profoundly irrelevant. A sounder criterion for judging Soviet behavior would seem to be almost the precise opposite: manifest self-interest. In political fact a Soviet action based on self-interest is the most serious and substantial, for no other Communist action can be assumed to have lasting value.

4. In the eyes of Western Europe, U.S. opinion (see Editorial, *p. 35*) still has a tendency to hold in undue awe the suppleness and cunning of Soviet policy. The timing of Soviet diplomacy is by no means always utterly ingenious. One need only imagine how much more devastating would have been the gesture of the Austrian treaty had Moscow made it many months ago, within 48 hours of France's rejection of EDC, at a moment when there existed not even a formula for German rearmament.

5. There is no reason for Western diplomacy to operate with an unreasoned sense of inferiority. There is some reason to fear it might operate with inadequate preparation. Perhaps no greater mistake could be made than to assume that because Soviet diplomacy of recent years has been largely a matter of posturing and propaganda, there can therefore be no present danger of the Soviets making serious proposals on both German unification and general disarmament. There is an excellent chance that the first meetings between East and West will witness new Soviet proposals on Germany and it would be appallingly frivolous for the West to find itself diplomatically surprised.

6. Perhaps nothing matters more than the responsibility of Western public opinion. If this opinion shrilly demands swift results it will capriciously harass its own representatives and arm the Soviets with a deadly weapon, the knowledge that the West feels in a frantic hurry. And if it withholds trust from its own chosen leaders, demanding that they rigidly adhere to some publicly pre-determined lines, then the people will paralyze the men they purport to guide. The simple truth is spoken by one U.S. diplomat in Europe: "Flexibility and mobility are not signs of weakness. They are signs of strength. You cannot fence very well with your shoes nailed to the floor."

Countless issues are important to the West, some of them urgent, some of them dangerous—from Formosa Strait to the North Sea. The smallest political settlement is not without importance, either in itself or in its effect upon the temper of peoples and the trust among nations. In the mind and conscience, Western weakness can shape itself in infinite variety: timidity or cant, ignorance or hysteria, lethargy or frenzy. Strength is born of all that is opposite: resolution, patience, honesty—and knowledge of the facts.

DULLES AND BOSS ARE HOPEFUL AND WARY



IN TV REPORT to nation televised from President Eisenhower's office, Dulles expresses cautious optimism as President listens. The Secretary called the Austrian treaty the "first dividend from the creation of Western European unity."



CABINET LISTENS as the Secretary says that the Soviet switch from tough to soft policies is an unsolved mystery. On the sofa are Ambassador to the United Nations Henry Cabot Lodge (*left*) and Defense Secretary Charles E. Wilson.



PRESIDENT SMILES APPROVAL of the Dulles report. After Dulles spoke, Eisenhower promised "we will stay vigilant but we're not going to extinguish the hope that a new dawn may be coming, even if the sun rises very slowly."

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TWIRLING GIRLS dance madly about to martial music played by the Vienna fire department band.

THE AUSTRIANS START TO CELEBRATE EARLY

While the rest of the world tempered its hope with cautious doubt, Austria acted as though the great day had already come—and indeed there was something for Austrians to celebrate. The treaty liberating her from her Allied liberators was signed while thousands of people jammed the Belvedere gardens, clung from rooftops, even crawled under hedges for better cheering positions. Before St. Stephen's cathedral 60,000 Austrians listened to stirring marches while as many as could crowded inside the cathedral for thanksgiving services.

At Schönbrunn Palace 85 guests, including the four foreign ministers, sat down to a state dinner, and afterward 1,000 people came to a reception. Only the brave ones waltzed in the wet streets that night but oompahing bands thumped in practically every *platz*, hailing the happy fact that, 17 years after Hitler's tanks rolled into town, Austria was a nation again.

IN ROCOCO SPLENDOR of Schönbrunn Palace, where the Habsburg emperors ruled, 1,000 selected guests celebrate treaty-signing by listening to the philharmonic orchestra playing Viennese waltzes.

THANKFUL THRONG (*below*) stands in the rain, pushing into Riesen-Tor (Giant's Door) of St. Stephen's cathedral, opened only on solemn occasions. Choirs chanted *Te Deum*, "Oh God we praise Thee."





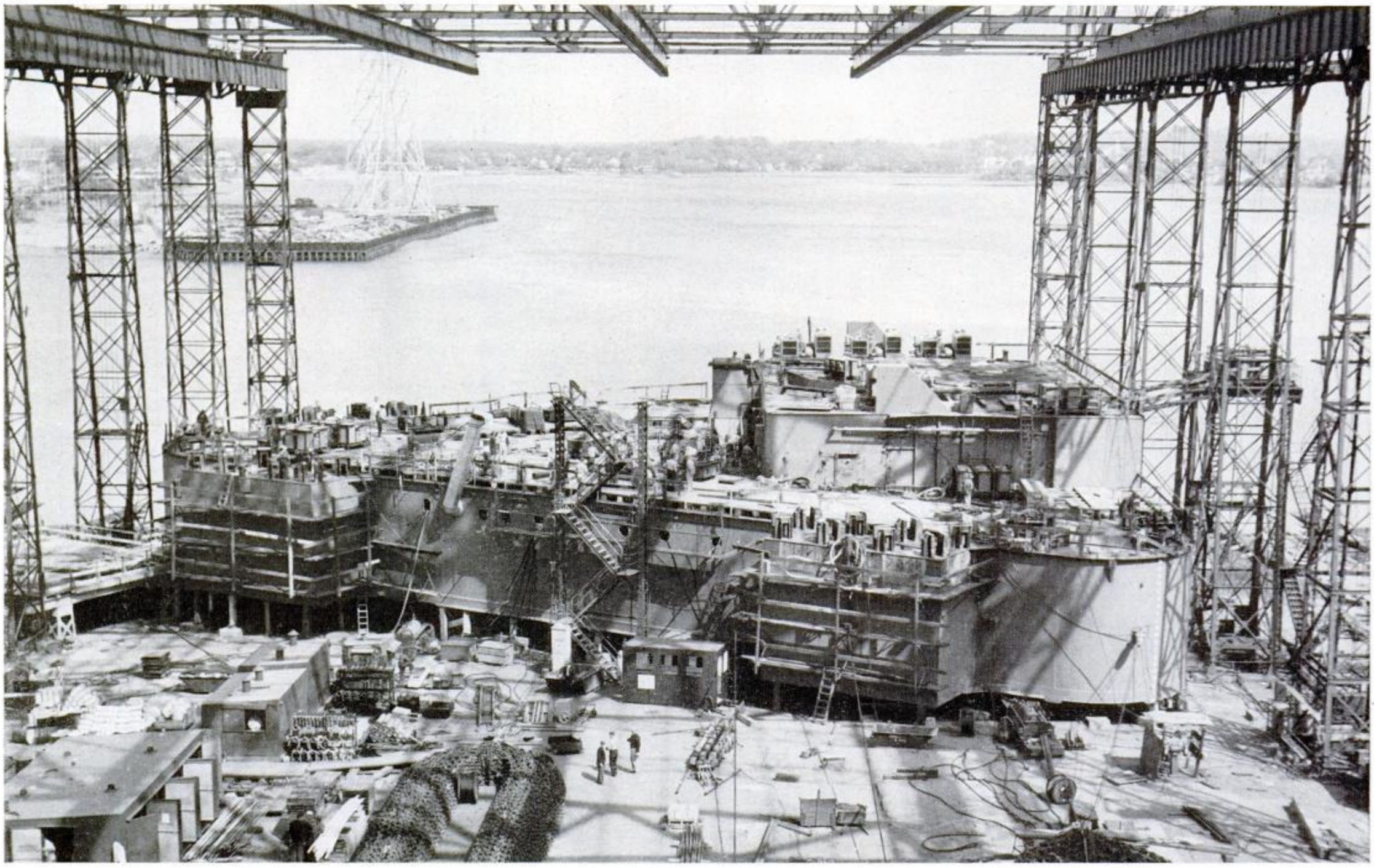
JOYOUS "POOMS" sound from Pummerin, St. Stephen's bell, recast and standing before church.

UNSTOPPABLE VIENNESE outflank cops, sneak under hedge in Belvedere gardens to cheer treaty.

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NEARING COMPLETION, HULL OF ISLAND RESTS ON WAYS ON FORE RIVER. HULL, WHOSE SIDES ARE 200 FEET LONG, WEIGHS AS MUCH AS A MERCHANT SHIP

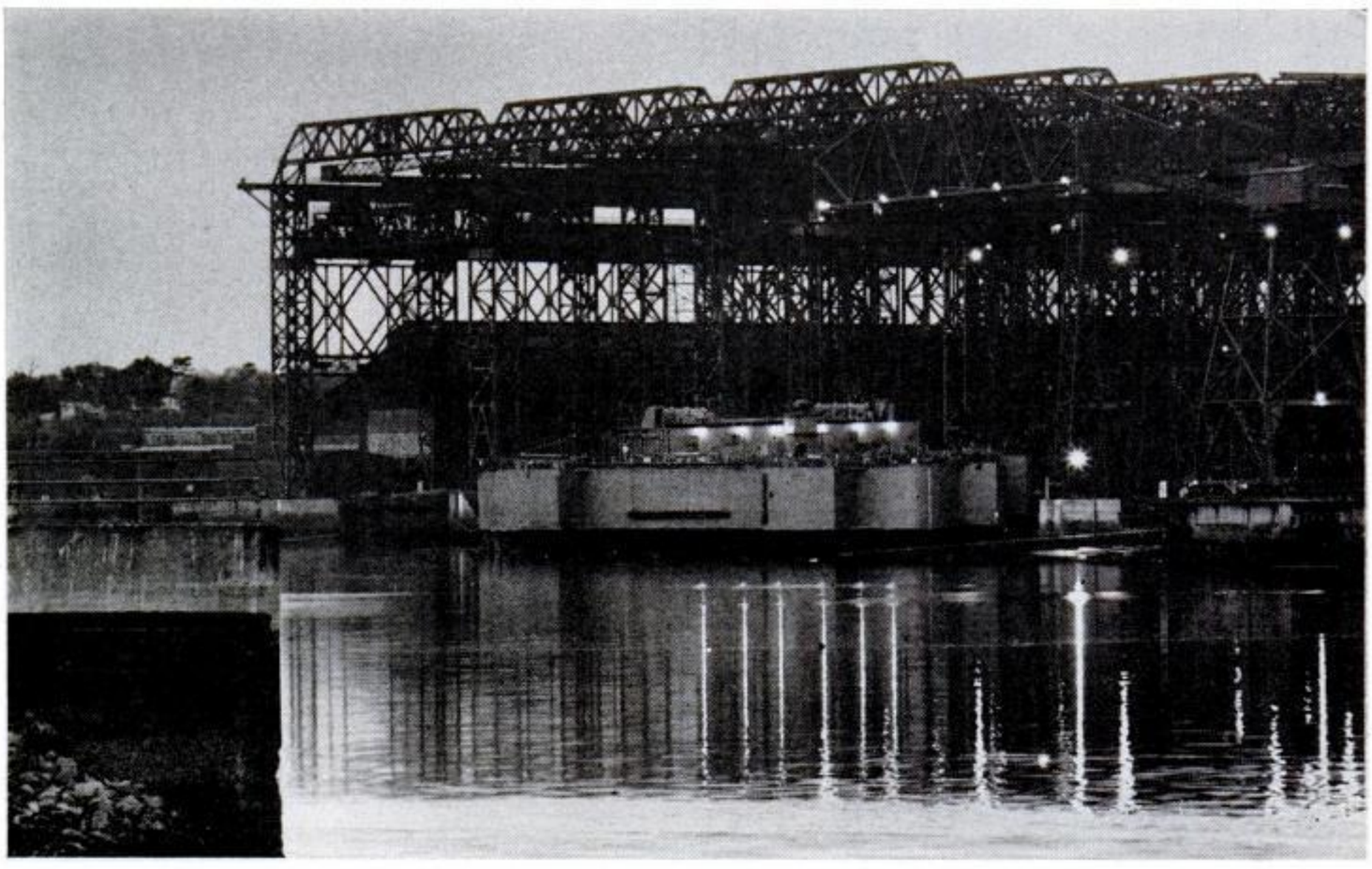
U.S. LAUNCHES AN ISLAND FOR RADAR DEFENSES

The first of the "Texas Towers," artificial islands that will serve as offshore radar warning stations for the U.S., was ceremoniously doused with champagne last week and started down the ways at Bethlehem Steel's Quincy, Mass. shipyard. Although failure of a launching mechanism temporarily delayed its maiden plunge, the triangular platform was scheduled to be towed out to sea, carrying long pilings which will be thrust into the ocean bottom about 100 miles east of Cape Cod in 50-foot-deep water over the continental shelf. When the pilings are securely fastened down at its three corners, the platform will be jacked up on them to a height of 67 feet above water level, out of reach of the biggest waves. The pilings will be filled with concrete.

Named for offshore Gulf of Mexico oil drilling rigs which are the basis of the design, the five islands now planned will form a chain covering some 1,000 miles along the eastern coast. Manned by crews of about 70, the islands will function in the Continental Air Defense Command's network to give precious extra minutes of warning if enemy aircraft approach.

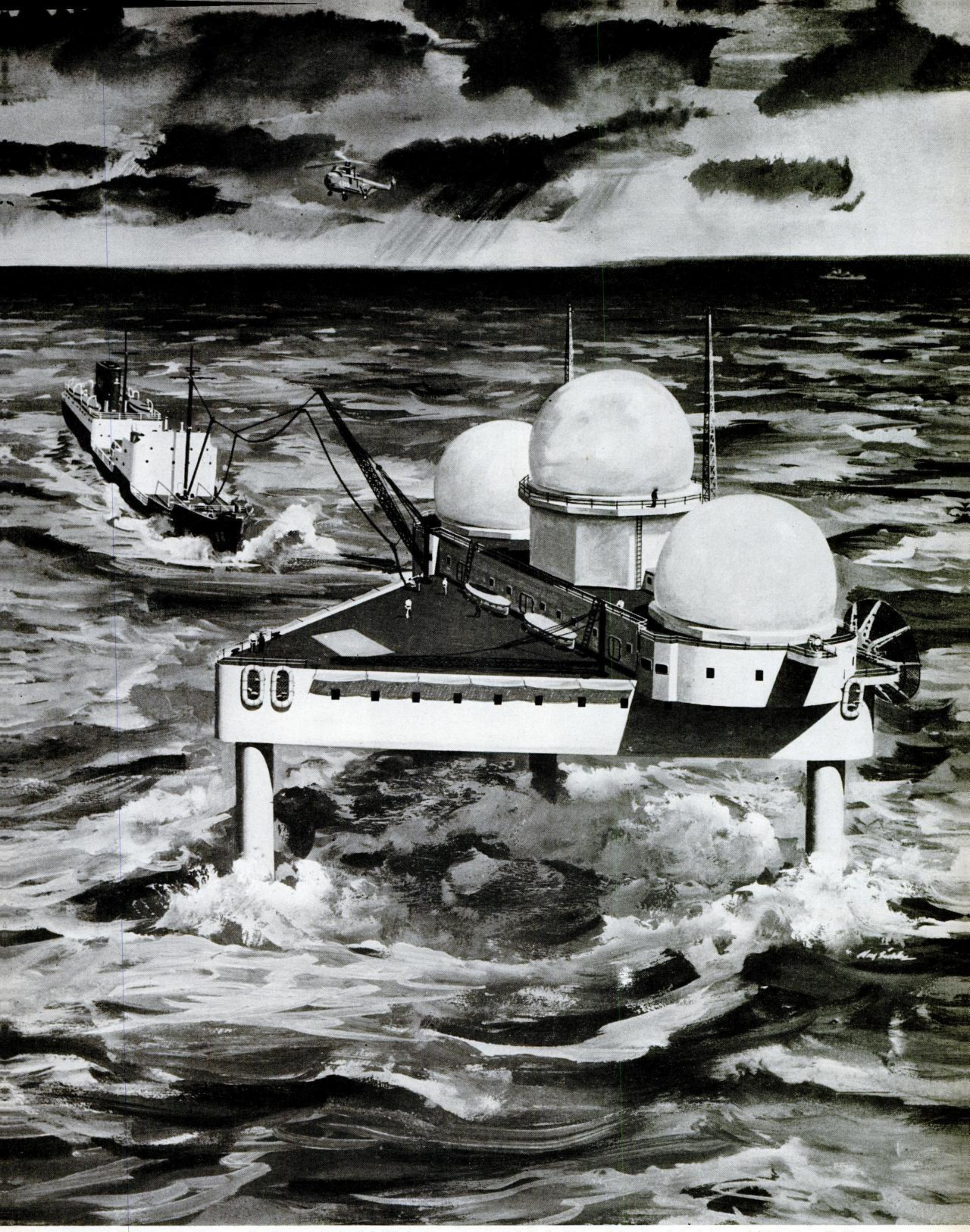


AT LAUNCHING, the island gets champagne bath from Mrs. John Ferry, wife of an Air Force official.



IN DIFFICULTY, island is temporarily stranded near the bottom of the ways. One of the slides collapsed during the launching operation and the island came to rest where high tide could not float it.

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ISLAND ON STILTS, as it will appear when in use, is depicted in this drawing. Service ship is piping in fuel for the station's generating plant while a helicopter comes in for landing on heliport on deck. Antenna at right relays radar images to the shore. Domes house other radar detection and communication facilities.

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A LOOK AT THE



AN ENGINE TO THE RESCUE

After other methods failed to dislodge a distraught millhand named Fred Cloutier from his perilous perch atop a railroad trestle at Auburn, Maine, a steam engine did the job. Passing under him, the engine belched smoke and cinders which sent him marching glumly (*above*) to a ladder.

BLOODSTAINED AND DOOMED

The bloody, mortally beaten Singapore detective staggered helplessly from his burning car (*right*), victim of a rioting mob of several hundred pro-Communists. The Communists had seized on a bus strike as an opportunity to harass the colony's new labor front government and thus also Great Britain. Near this spot also, Gene Symonds, United Press manager for southeast Asia, was beaten to death as he sought to investigate the rioting. In all, the fighting between mob and police lasted some 18 hours, left four dead, scores injured and all of Singapore in a state of near siege.



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WORLD'S WEEK





GINA'S GAMS IN LEGAL JAMS

In Rome, Gina Lollobrigida was making a film in which she portrays a cancan dancer. Asked to pose for International News, she obliged. But when a photo appeared in print **Gina demanded all the pictures, one of which is shown. I.N.P.** refused. At week's end five lawsuits had been filed.



ROCKY'S RIGHT IN THE WRONG

Rocky Marciano won his 48th straight victory last week in San Francisco over an outclassed Britisher, Don Cockell. To everyone's surprise, Cockell took everything the relentless Rocky had—including butting and elbowing—for eight long rounds, showing a courage reminiscent of Briton Tommy Farr. But in the ninth Rocky brought him down and, overeager for the kill. hit him after he was floored (*above*). The fight caused a furor in Britain. where rules are more strict. London's *Daily Mirror* called it a "legalized form of cobblestone brawling accepted as boxing in America."

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PORTRAIT OF A COP WHO IS THOROUGHLY COWED

Tired of being confined to their pasture on the outskirts of the city, 20 head of cattle owned by Denver patrolman Robert Thiede last week broke through a fence and went stampeding into a quiet residential area nearby. Thiede rushed out to reclaim his errant animals but bum steering only sent them pounding from roadway to front yards. As Thiede clutched his brow in despair (*above*), his thundering herd made a hoof-chopped mire of freshly seeded and rain-soaked lawns. Later Thiede asked hopefully, "Do you suppose I could drop a cow off at each house and settle this?"



POLITICIAN ON THE RISE

This winter a young advertising man, Thacher Longstreth, entered Philadelphia's mayoralty primary, an unknown GOP independent. Last week, victorious, Longstreth (*left*) raised the hand of defeated opponent James Clothier and welcomed the warm endorsement of President Eisenhower.



PILOT'S LUNCH ON THE RUN

Midway in his attempt to fly roundtrip coast-to-coast between sunrise and sunset, Lieut. John Conroy, watched by Lieut. General Leon Johnson, eats at Mitchel Field, N.Y. as his Sabrejet is refueled at rear. Stop took 32 minutes of his successful 11-hour 26-minute, 5,085-mile flight.

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Something wonderful has happened to the potato!

Campbell's frozen Cream of Potato soup



Slow-simmered to a perfect turn. Rich in whole milk and butter . . . subtly seasoned with just the right amount of onion.

A soup so delightful it takes you completely by surprise. Served steaming hot, there's a richness and flavor that speak for all the choice ingredients and loving care that Campbell's puts into this superb soup. (And just as delicious when served cold, as Vichyssoise. Directions right on the can.)

Matter of fact, there's a wonderful surprise in all the new Campbell's Frozen Soups. Green Pea with Ham, the old-fashioned, slow-simmered kind. Oyster Stew, like you get in famous oyster houses, Cream of Shrimp, so very special and elegant.

Freezing does it! That's how Campbell's captures and holds the delicate flavors of these fine soups. And how do you get them? As easy as going to your grocer's freezer.

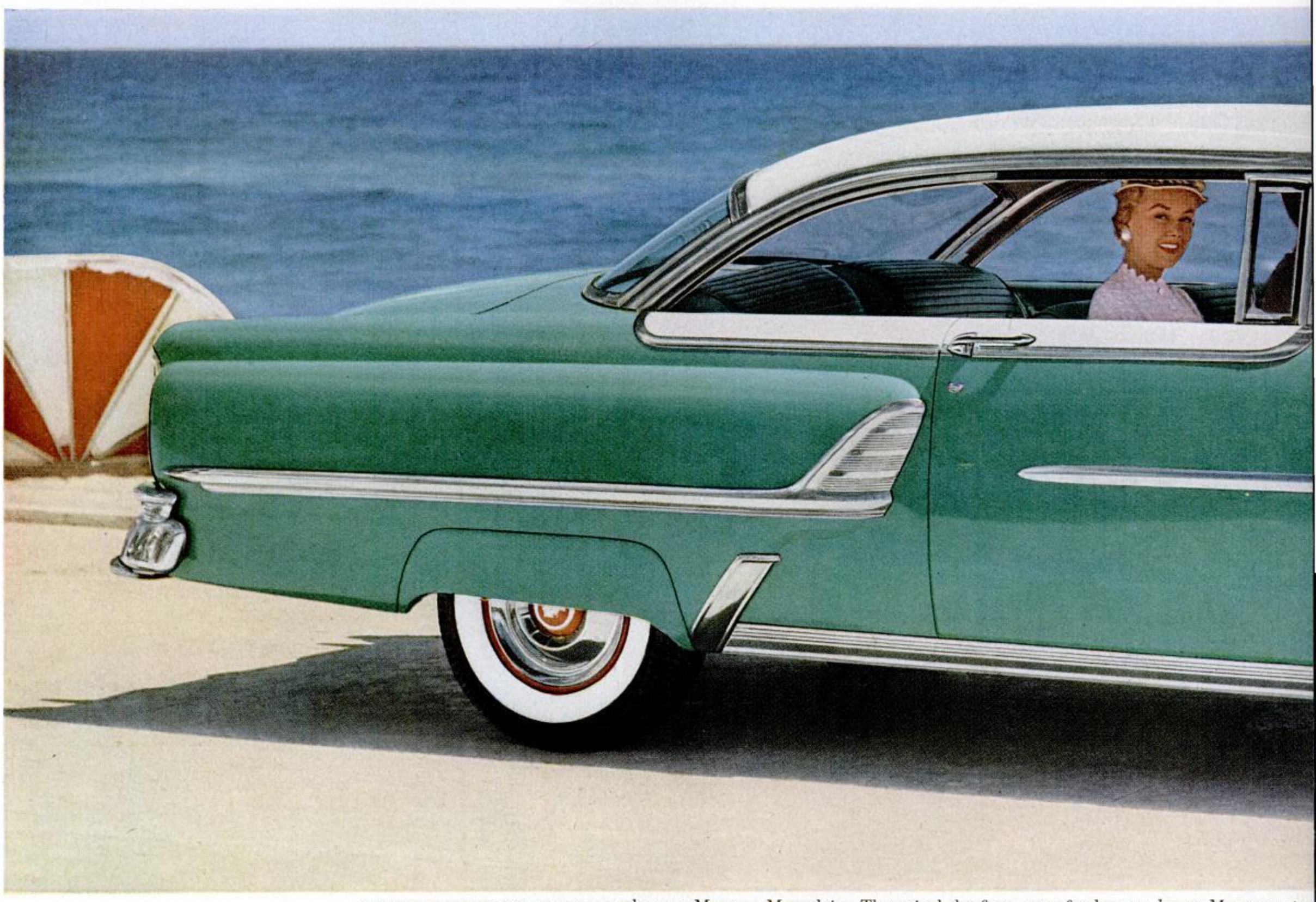


Now in your Grocer's freezer!

OYSTER STEW • GREEN PEA WITH HAM
CREAM OF SHRIMP • CREAM OF POTATO
CLAM CHOWDER (NEW ENGLAND STYLE)
FISH CHOWDER

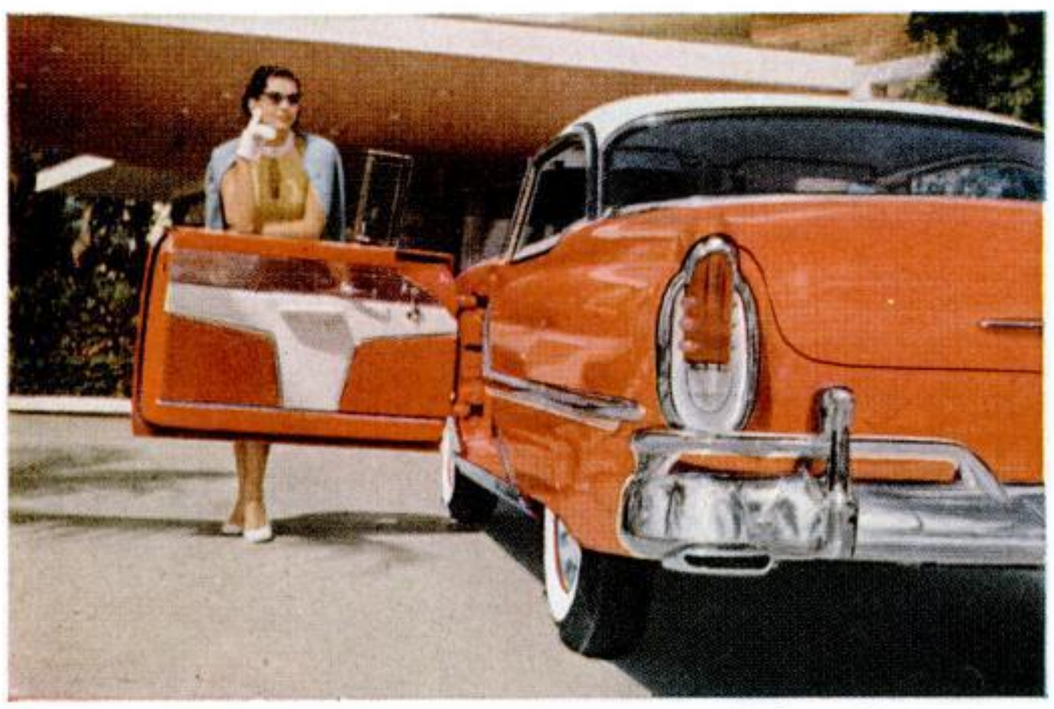
(Fish Chowder and Clam Chowder at present available only in Eastern U. S.)

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AMERICA'S HIGHEST-STYLED CARS are the new Mercury Montclairs. They rival the finest cars for luxury, *but at Mercury prices*

It's proved right here — you get far



EXTRA-VALUE FINE-CAR FEATURES AT NO EXTRA COST. Eight of Mercury's 11 models have dual exhausts as standard equipment. All models have 4-barrel vacuum-operated carburetors, special anti-fouling high-compression spark plugs, ball-joint front wheel suspension for easier handling, and specially designed interior fabrics, patterns, and color combinations.



MERCURY'S DISTINCTIVE STYLING IS YOURS IN ELEVEN MODELS IN 3 SERIES. When you buy a Mercury you get a car that shares its styling with no other make. Its clean, silk-smooth lines . . . its tasteful use of chrome and colors . . . are distinctive, *exclusive*. You have your choice of 3 four-door sedans, 3 hardtop coupes, 2 station wagons, a 2-door sedan, a convertible, and the unique transparent top Sun Valley.

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Shown above, the Montclair hardtop coupe. And be sure to see the newest Montclair—a hardtop-styled 4-door sedan.

greater value when you buy a Mercury



IT'S POWERFUL—WITH NEW SUPER-TORQUE PERFORMANCE AT ALL SPEEDS. You get 188 horsepower in all Customs and Montereys, 198 horsepower in the Montclairs. But more important, Mercury gives you power you can use, not just boast about. New Super-Torque V-8's give a brilliant new performance in the *everyday* driving ranges—for faster getaways, safer passing.



AND LOOK AT ALL THE WAYS YOU SAVE—NOW AND IN THE FUTURE. *You save on first cost.* This big 188 hp Mercury Custom 6-passenger sedan costs less than 13 models in the low-price field.* *You save on operating costs* with Mercury's economy and low upkeep. *And you save on future trade-in value.* Mercury consistently leads its field for resale value. See your Mercury dealer.

**Based on comparison of manufacturers' suggested list or factory retail prices.*

IT PAYS TO OWN A **MERCURY** FOR FUTURE STYLING SUPER POWER

MERCURY DIVISION • FORD MOTOR COMPANY

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It's

Four Roses time

in Colorado Springs



SUNSET BEHIND PIKES PEAK

No other whiskey
can match the flavor
of Four Roses



When the fires of sunset burn beyond the Rockies, the people of Colorado Springs know *it's Four Roses time*. Here, as everywhere, it's the time to seek a favorite drink—Four Roses. For within the smooth, mellow body of this superb whiskey is a distinctive flavor, so deeply satisfying that millions will ask for no other.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

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SECURITY AND FAIR PLAY

In their resolve to protect their freedoms against Communism are Americans themselves roughing up these same freedoms? Few citizens feel any imminent menace to their personal liberties. But an elder statesman of the law, John Lord O'Brian, 80, in recent lectures at Harvard on "Security, Sanity and Fair Play," soberly warns that the nation's obsession with "security" is creating "an atmosphere hostile to our traditional freedom of ideas and which threatens . . . the American sense of fair play," and that many basic constitutional rights already have been seriously impaired.

One cannot ignore O'Brian's warning, for disturbing symptoms are all about us. In Seattle last week a government employe for 20 years with an "outstanding performance" rating was stripped of his duties without a hearing because his brother-in-law, believed to have once been a Communist, had moved into an apartment in his basement (guilt by association). Nearby, a 22-year-old Army corporal was threatened with court martial or dishonorable discharge because his father was alleged to be a Communist (guilt by heredity). In Washington a 65-year-old retired Interior Department clerk was denied a passport for her "prolonged adherence to the Communist party line," on evidence which evaporated when former Senator Harry Cain went to bat for her and showed up the flimsy nature of the charges. Before the Federal Communications Commission, Broadcaster Edward Lamb of Toledo, Ohio is still fighting for renewal of his TV license, even though two witnesses who accused him of long-ago Communist affiliations had admitted lying; instead of clearing Lamb, the government got one of the turncoat witnesses convicted for perjury. Moreover, Congress is considering a bill which would extend present security procedures—already involving an estimated 12.6 million Americans—to embrace virtually all of private industry. This vague bill, which Attorney General Brownell endorses, is opposed by organized labor on the ground it would make it possible to fire any worker as a security risk, however innocuous his job.

These symptoms show that something is getting out of hand. There are two major types of work in which employes must be rigorously and officially screened: sensitive government jobs and sensitive private jobs on classified government contract. But the valid purpose of keeping potential spies out of such jobs keeps fanning out. The federal government's rigorous standards, which deny sensitive job holders the benefit of any real doubt, are gradually being applied to other federal, state, municipal and private employes whose jobs are a cross section, and a very big cross section, of the whole of American life.

John Lord O'Brian fears that this "insidious encroachment" upon traditional freedoms is establishing a new kind of "preventive law" aimed, not at actual misdeeds, but at dangerous thoughts. "Defamation, historically the most foul of all weapons used to impair integrity, has become a commonplace of reckless usage. . . . Instead of promoting a sense of security among the citizenry it has had the opposite effect of spreading doubt, suspicion and distrust."

O'Brian feels confident that the basic American sense of fair play, once the public is aware of the dangers, will check this drift toward supervising everybody. We feel sure it will, too, but the time has come for intelligent review of the whole proliferating welter of security rules. We need another considered look at what our real security objectives ought to be, and how best to meet them.

Security is too important a matter to be decided by policemen. Every security decision ought to be in the hands of men with a sense of law, of psychology, of politics and of history. Since there is a shortage of such men, the administrative procedures themselves must be more carefully drawn, so as to give the individual some of the same protections he can demand in a court of law. Democracy's job is to limit the areas of suspicion, not widen them. Not even a police state can be 100% riskproof; and our real security rests on the trust citizens have in one another.

DIPLOMACY FOR THE MILLIONS

The Administration technique called "televised governing" reached a new high last week when Secretary Dulles reported to the President on events in Europe while millions of Americans watched and listened. Since some Americans have questioned the propriety of Dulles' folksy showmanship, foreigners (who heard it via the Voice of America) may be even more bemused and wonder what's happened to democratic diplomacy. In our opinion, what's happening is all to the good.

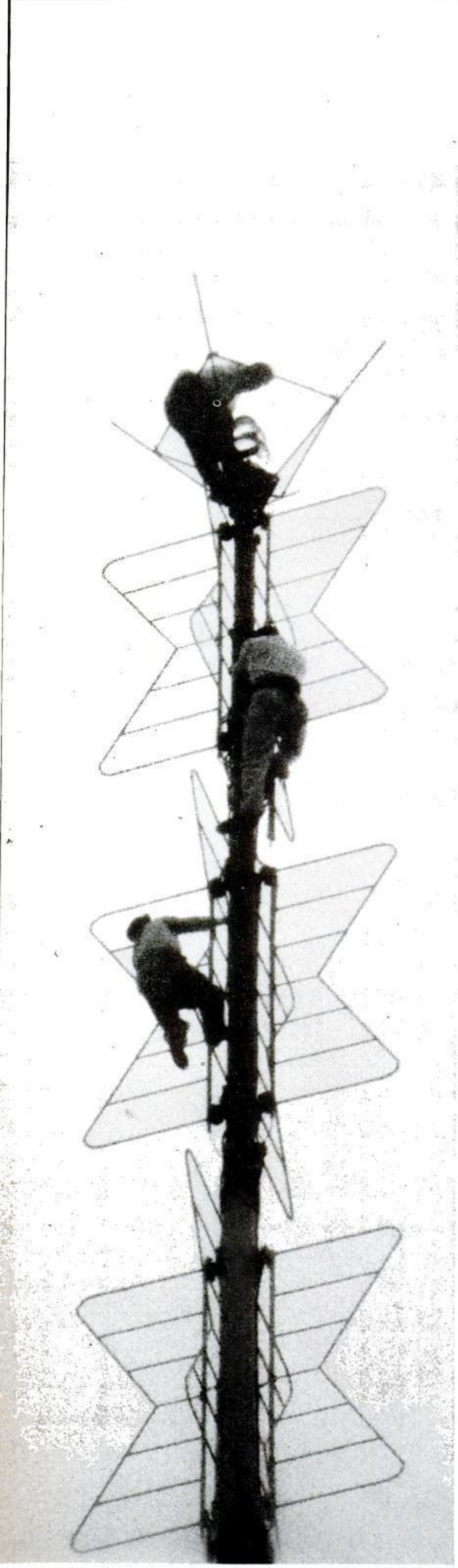
Dulles was describing the fateful bargaining of nations during what he said might be "a turning of the tide of history." Yet he did so in the most colloquial terms. For instance he told how he refused to appear in Vienna until the Russians had dotted the last "i" in the Austrian treaty "because I felt once I got there in Vienna that I would be hooked. So I just put it off." Once there, he was deeply moved by the joy of the Austrian people, who during their 10-year wait for freedom had "never caved at all." All this was not the usual public speech of diplomacy; but it was language that makes diplomacy intelligible and real to Americans. Dulles is a subtle and worldly-wise ex-Wall Street lawyer, but there is also a country preacher in this diplomat. He made two points in particular that deserve to be pasted in the national hat.

"I said to a group . . . in Vienna Sunday," said Dulles, "I said it isn't too important to speculate, really, as to who's winning, whether the Soviet Union is winning or the United States is winning. I said the important thing is that sound principles have won. And in the long run, these high moral principles [*i.e.*, freedom and national self-determination] are going to . . . prevail. If we're behind them, then we'll automatically get the benefit of prevailing." The Austrian treaty was a "pay-off" of this patient faith in principles. In short, right makes might.

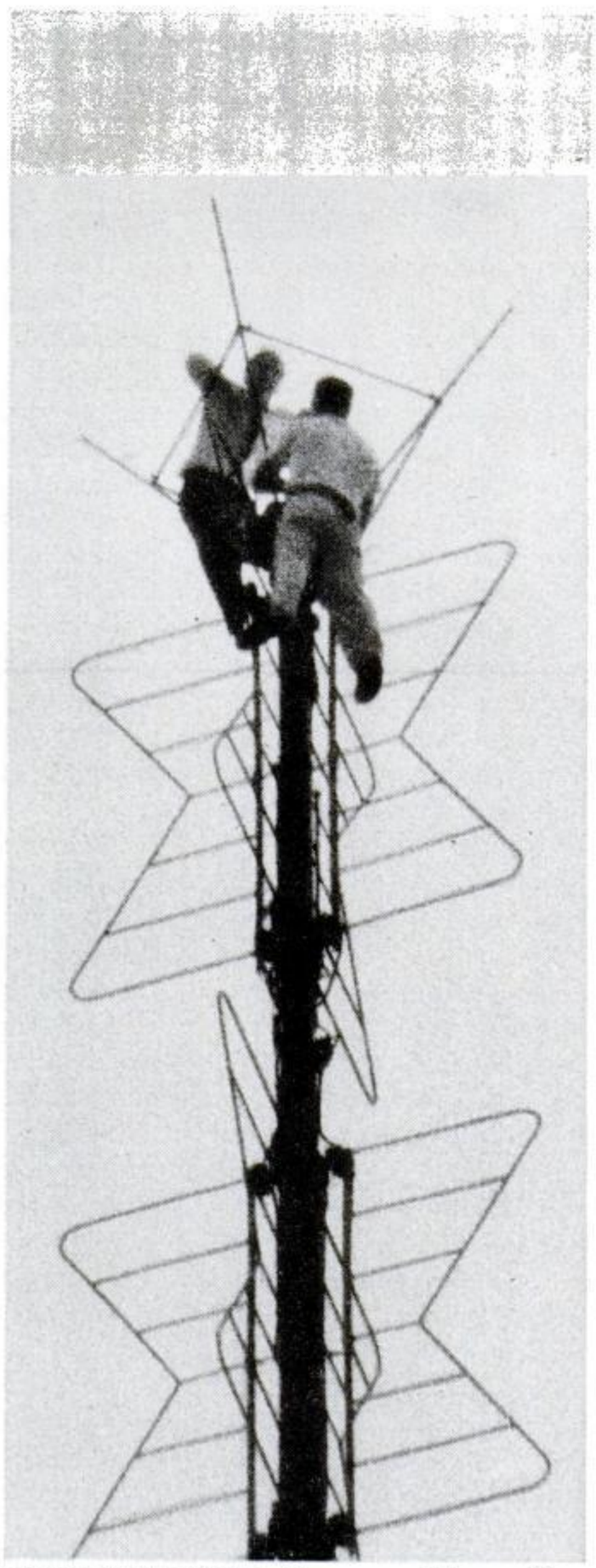
Dulles also offered a theory of why the Soviets are behaving better. In any well-ordered community "there are a lot of people who don't believe in their hearts in the rules . . . but they find it more convenient to conform." Maybe the Soviets, after years of "trying to buck everything," realize they can do better by conforming. This theory of Dulles' may be overoptimistic. But note this: it gives Americans a minimum ground for believing in the possibility of peaceful coexistence, without asking them to believe (as Dulles himself cannot believe) in the Soviets' ridiculous pretense of "sincerity."

Because Americans are what they are, any popular American foreign policy must contain a reasonable hope of peace and a measure of international idealism. Dulles' policy contains both. While well-armed and vigilant, it bridges the legitimate self-interest of the enemy on the one hand and universal moral principles on the other. And Dulles is quite right to describe it to millions as he did, for their sense of participation can be its strong support.

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TRIO AT TOP argues over descent. When he said he would talk to only one rescuer, other went down.



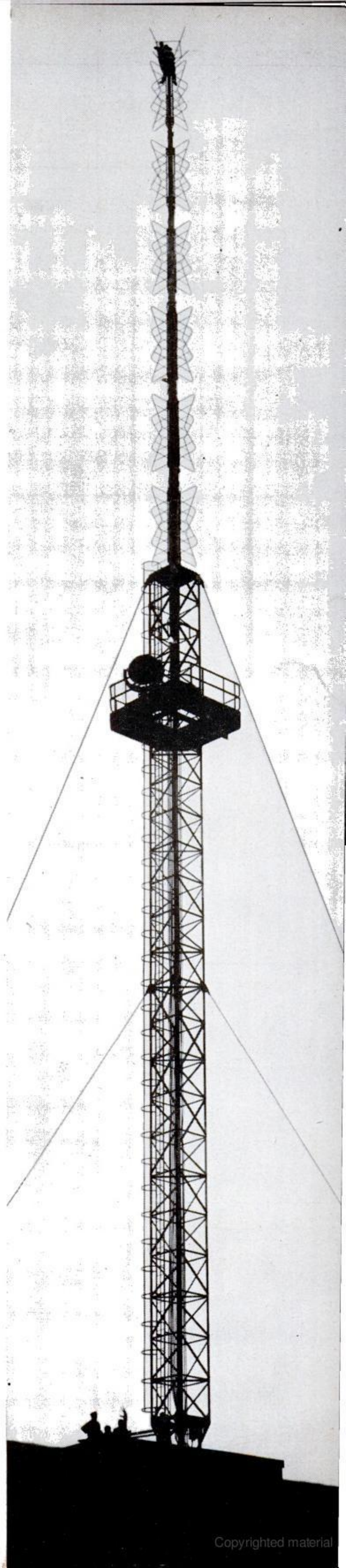
ON ANTENNA RODS, the two stand face to face. Fennell seemed quite at ease on his lofty perch.

A TENSE TIME ON TV TOWER

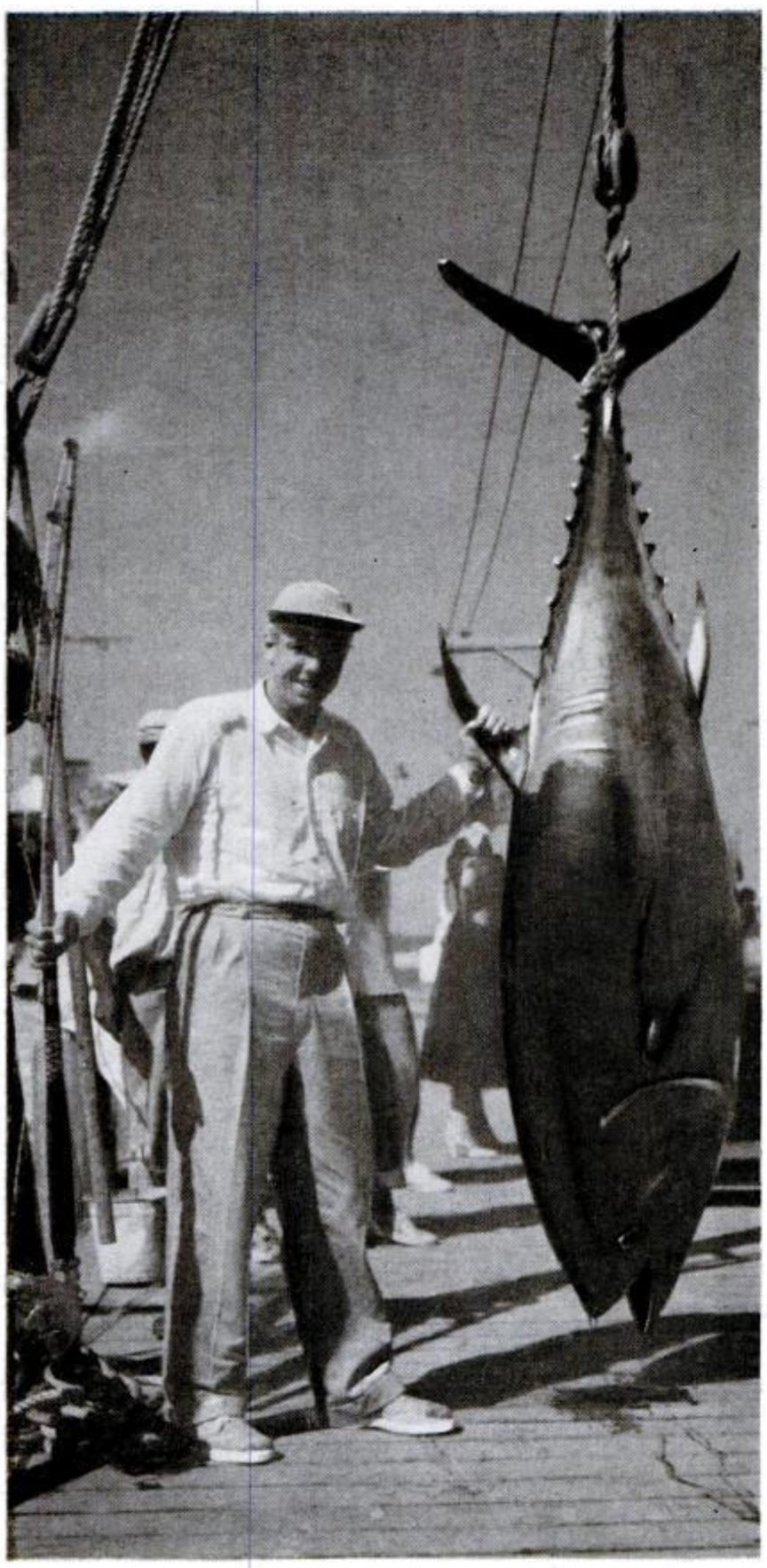
On a $5 bet, a 35-year-old soft-drink salesman named Norman Fennell climbed a television transmission tower in Winnipeg, Canada. His climbing went unnoticed until he reached the halfway mark. He continued to the top, 240 feet above the street, by some freak escaping electrocution. Then the power was shut off and two steeplejacks went up to get him. After some arguing, he was helped down and hustled off to jail.

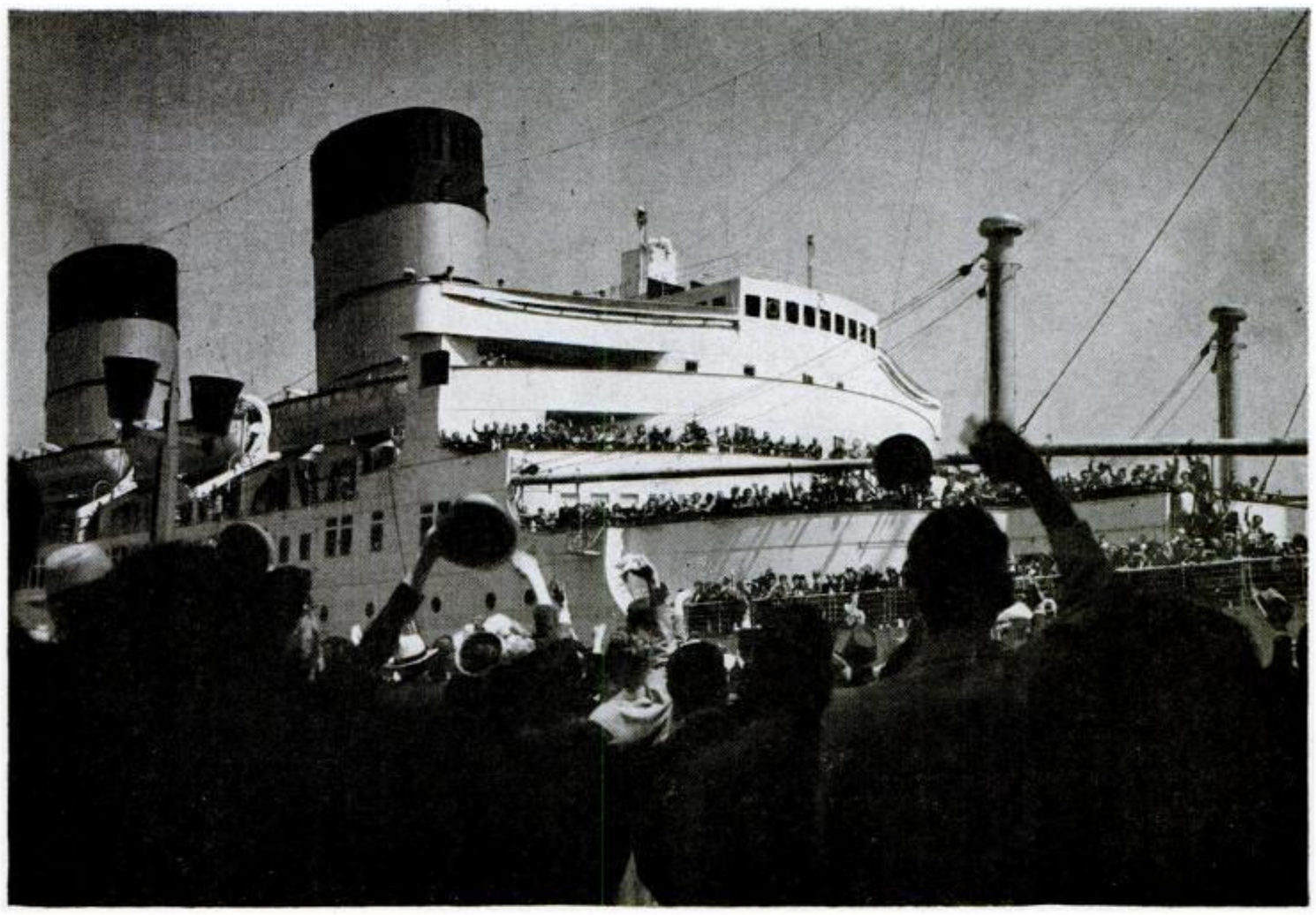
Fennell suffered a net loss of $199, winning his bet but paying $204 in fines. Though he provided morbid excitement for some 5,000 spectators, he deprived thousands of homebodies of seeing half the Jackie Gleason show.

IN HIGH HUDDLE, Fennell and Smith continue the talk. Shortly, Fennell agreed to come down.



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What's *your* fondest dream? A deep-sea fishing trip? A vacation in Europe or a new car? Sending your children to college? Or buying a beautiful new home?

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The Savings and Loan Foundation, Inc., is an organization of insured Savings and Loan, Building and Loan, and Homestead Associations from coast to coast—dedicated to the preservation of democracy through thrift and home ownership in every American community. Address: 1111 E Street N.W., Washington 4, D.C.

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Your voice of pleasure says **ENJOY KENT**



King Size or Regular
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Just a few days of smoking KENTs and you will know a complete and *completely new kind* of smoking satisfaction that combines—

1 The *real* assurance that only the protection of KENT's Micronite Filter can promise you.

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CLOSE UP TO THE BLAST



HALF-MILE-WIDE GLOWING MUSHROOM RISES AT YUCCA FLAT AS SHOCK CARRIES DUST OVER VILLAGE

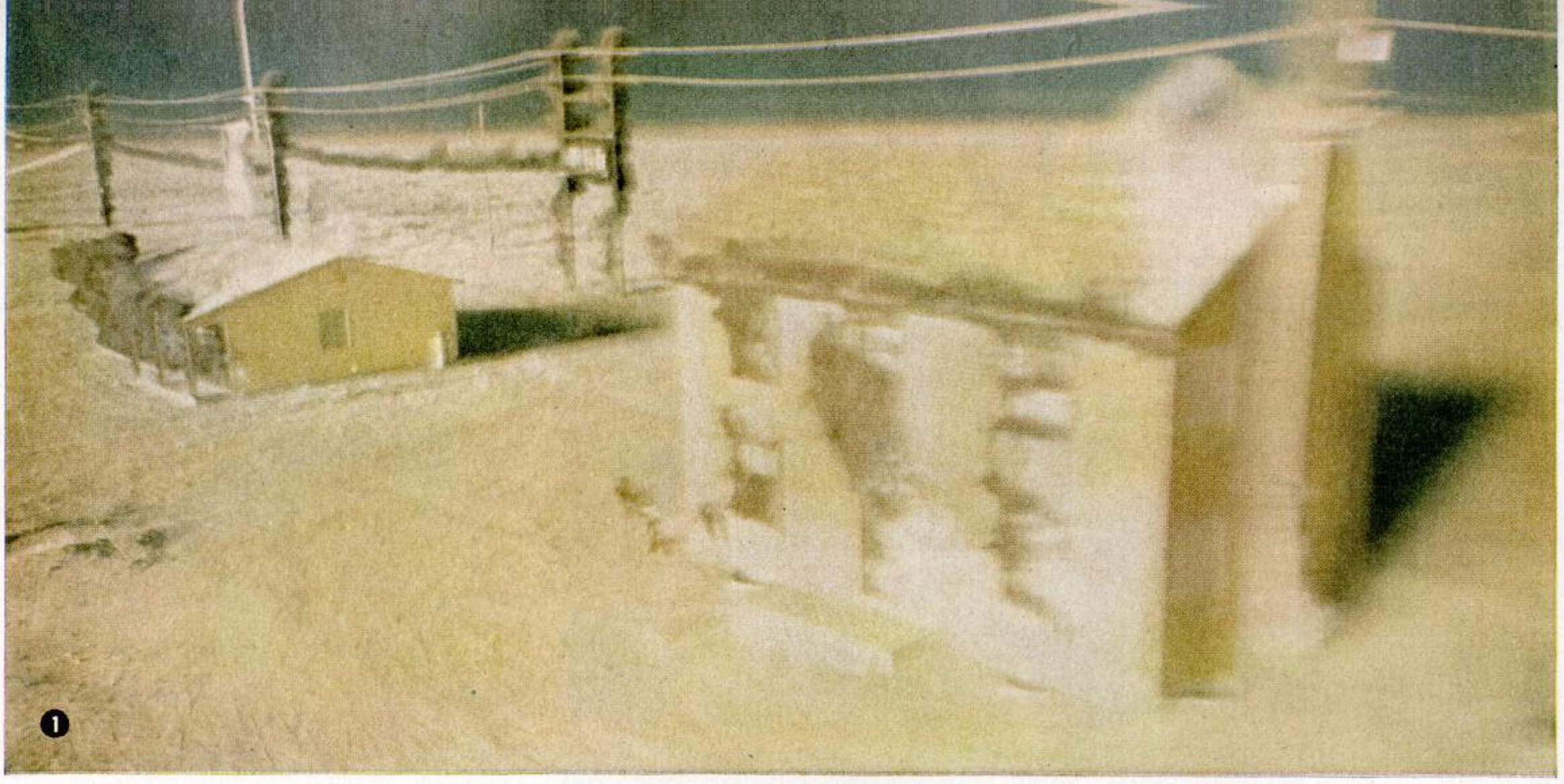
Color film records ruin as CD watches from afar

Last week, the hundreds of Civil Defense observers who had watched the churning, violent ascent of a fiery atomic cloud into the Nevada sky were back home, trying to convey to their communities the enormity of the explosion and educate them on the ways to survival in atomic attack. They had seen the explosion from eight miles off and, next day, went in to compute the damage. But much nearer to Ground Zero were LIFE's lead-shielded robot cameras, which recorded in color what no man could see and survive: the awesome close-up effects of the explosion as it was going on.

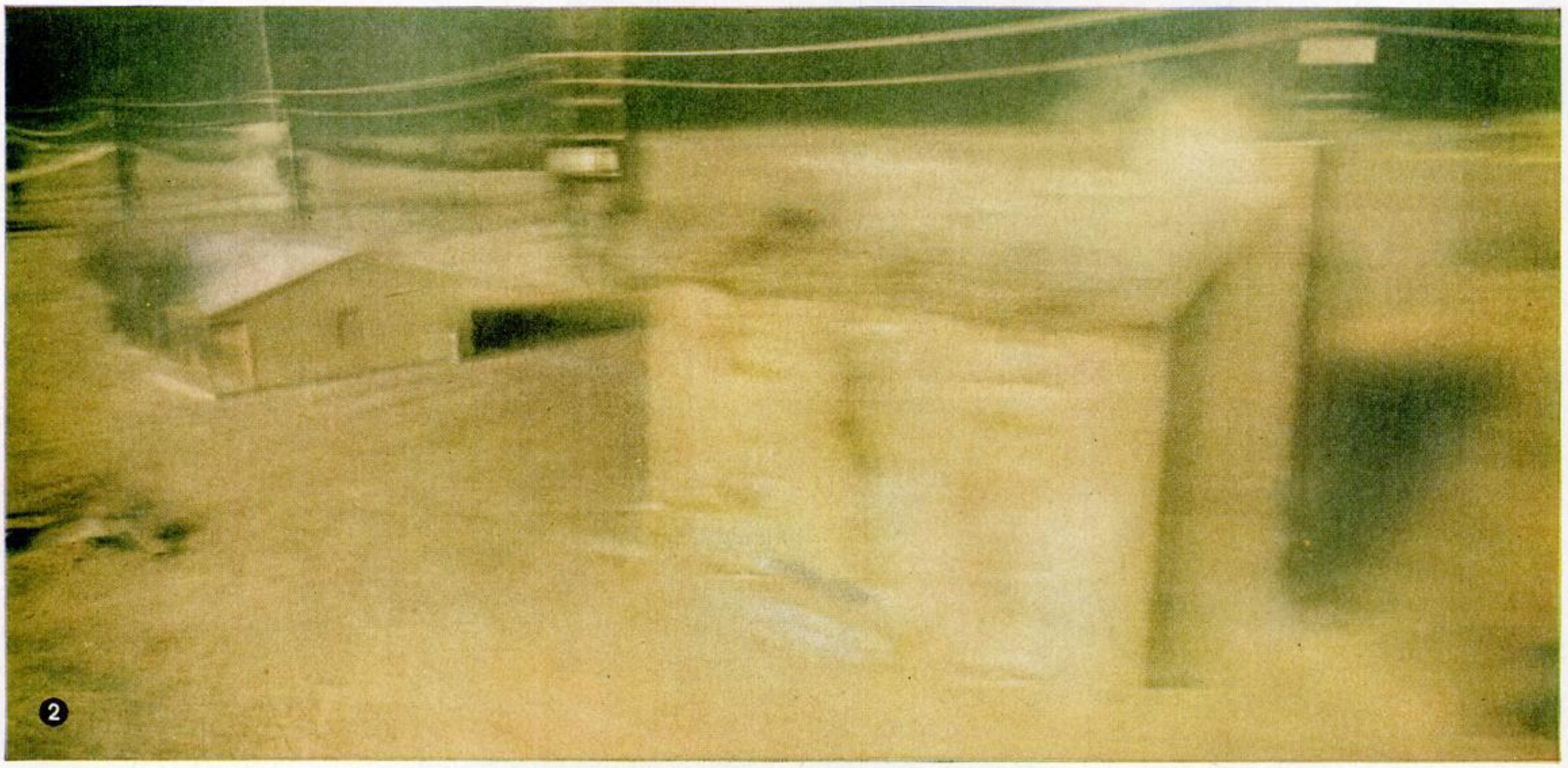
The Civil Defense people had gone to Yucca Flat to see the effects of atomic attack on the normal surroundings in which Americans work, play and live. Placed atop a 500-foot steel tower was a nuclear device that would unleash upon a simulated town an amount of energy equivalent to the detonation of 35,000 tons of TNT—nearly twice the strength of the Hiroshima bomb but only 1/500th the strength of the hydrogen thermonuclear weapon. On a clear, cool day after nine days of postponements due to bad weather, the device was set off at 5:10 a.m. To see what started happening 65/100th of a second later, turn the page.

BATHED IN BOMB'S LIGHT, OBSERVERS ON MEDIA HILL WATCH DETONATION THROUGH DARK GOGGLES. DURING FIRST FLASH THEY SHIELDED THEIR FACES





AT .65 SECOND AFTER DETONATION, RADIATION SETS FIRE TO HOUSES 4,700 FEET FROM GROUND ZERO. HOUSE AT LEFT IS OF WOOD, OTHER OF MASONRY



SHOCK WAVE SHAKES CAMERA TOWER AT 1 SECOND AFTER BLAST. BELOW AT 1.92 SECONDS MASONRY HOUSE LOSES PART OF ROOF, FRAME HOUSE FLIES APART





DUST BOILS OVER BUILDINGS 2.04 SECONDS AFTER DETONATION. GREENISH HUE IN THE PICTURES IS EFFECT OF GAMMA RADIATION ON THE COLOR FILM



AIR CLEARS FOR INSTANT (ABOVE) AT 2.12 SECONDS. FRAME HOUSE IS RUINED, MASONRY HOUSE STANDING. BELOW, AT 2.4 SECONDS, DUST CLOSES IN

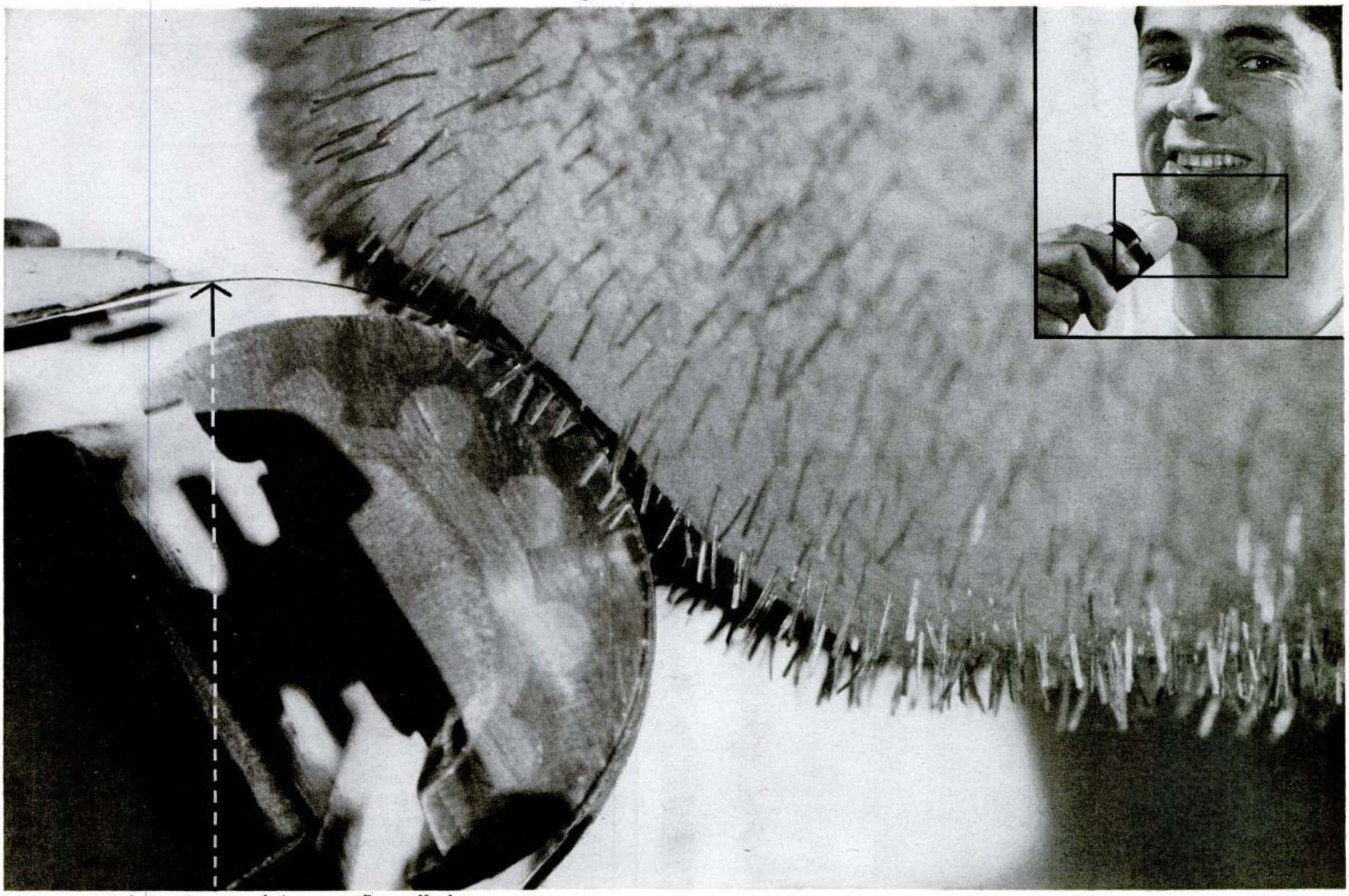


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BLUE AFTERGLOW remains in the atmosphere surrounding the atomic cloud as the mushroom takes shape in the thin light of dawn. This weird effect, which persisted about seven seconds after the boiling mass lost its fiery hues, indicates intensive degree of ionization (displacement of electrons) of the air by radioactivity and shock waves from within the cloud. In the foreground is the slope of Media Hill where most of the Civil Defense observers watched. The cloud reached a height of about 40,000 feet, a frosty white cap forming on its top as it moved into the cold upper atmosphere. There the winds began to disperse it.

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Unretouched "micro-photo" of new RONSON Shaver Head proves:



Arrow points to revolutionary new Ronson Head

THE THINNER THE HEAD... THE CLOSER THE SHAVE!

Other shavers can't shave as close because they can't get as close!

Amazing new Ronson Shaver Head is actually thinner than this page. Proved thinnest of any leading shaver.*

This dramatic micro-photo is actual proof that the cutters of the new Ronson Electric Shaver get whiskers off *at their base.* The amazingly thin Ronson Shaver Head (see arrow) makes this possible... the head is so thin you can hardly see it. Actually thinner than the whiskers about to be cut. You don't have to be technically minded to understand "the thinner the head, the closer the shave". See your Ronson dealer and start enjoying the closest, cleanest, fastest shaves you've ever had!

$22.50

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**American Standards Testing Bureau Inc. proves Ronson head thinnest in active shaving area.*

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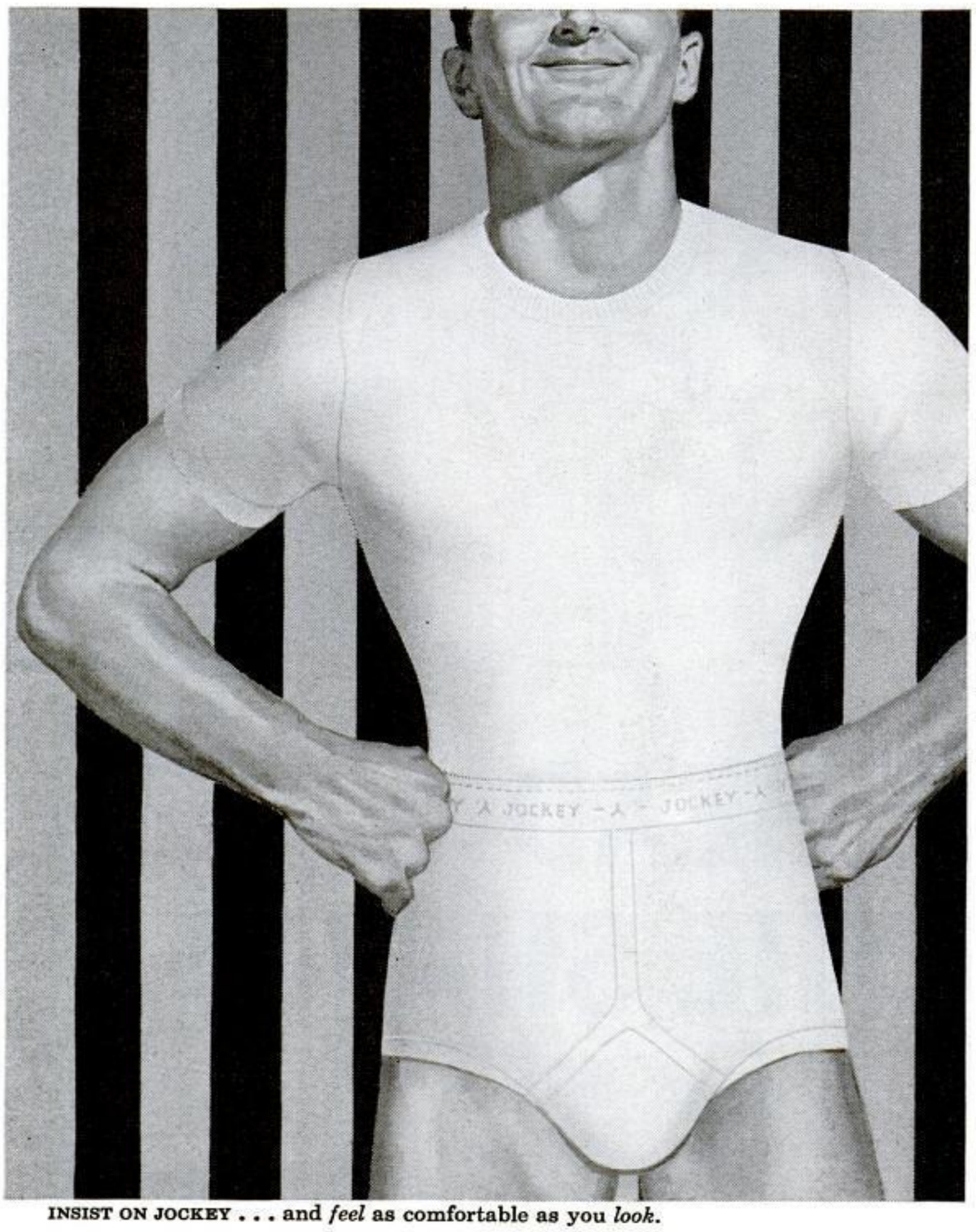
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INSIST ON JOCKEY . . . and *feel* as comfortable as you *look*.

Made to fit trimly with *all-day* comfort, Jockey brief has heat-resistant waistband (stays lively longer), special leg-openings (no sag or bind), exclusive angled front opening (no gap ever). In cotton, Durene, mesh cotton, Celanese acetate or nylon. And Jockey T-shirt is extra long . . . *stays* in place . . . nylon-content collar keeps its shape! Insist on Jockey briefs and T-shirts . . .

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BEFORE THE BLAST workers make final check of test area. In the foreground is tower platform holding LIFE's two cameras. Box at right has lid off.

PICTURES TAKEN, LESSON LEARNED

Following the blast, studies were made of the havoc and of pictures of the explosion. To get those on the preceding pages LIFE had placed two rapid-sequence cameras atop a 36-foot steel tower, 4,660 feet from Ground Zero and 40 feet from the masonry house. Shielded by lead inside steel boxes, the cameras were set to start at minus four seconds and stop 10 seconds later. The backs of the cameras were turned to Ground Zero, the lenses pointing away from the blast center.

When Civil Defense personnel inspected the damage the cameras had recorded, they drew one stern lesson. Houses of ordinary types of construction will not likely withstand the impacts of a nuclear blast closer than one mile. The frame house was demolished and so was the masonry house, though it stood up for some brief seconds longer. One-story concrete houses at the same distance held up, but interiors had been sprayed by deadly glass needles from smashed windows. Theoretical occupants who took refuge in basements of the concrete houses might have lived. Otherwise they surely would have perished.



AFTER THE BLAST Civil Defense observers inspect ruins of masonry house and its furnishings. View is from camera tower, which shook but stood.

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The Big Moments

in your family's year deserve the added joy of

Color Snapshots

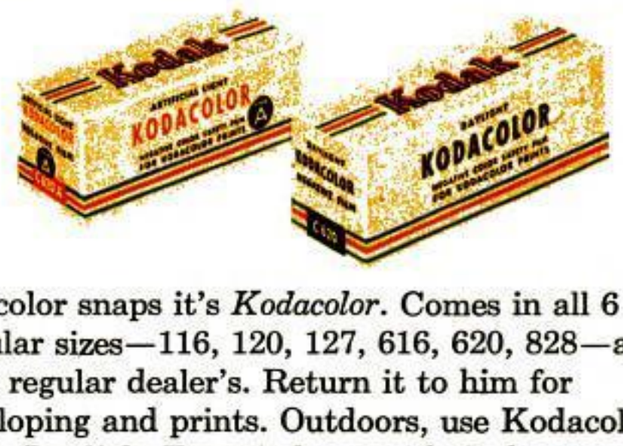
and your camera becomes a color camera the minute you load it with a roll of

Kodacolor Film

Sure, you keep your week-by-week family picture record with black-and-white snaps. But, when you come to the high spots—the great occasions in the family year—you'll want to record them in glorious full color. Admittedly, color pictures cost a bit more. On the other hand, measured by the extra enjoyment . . . the extra satisfaction they give you . . . color snapshots are a real bargain in happy memories.

If your camera uses any one of the 6 popular roll-film sizes—and most any snapshot camera does—you can get in on the thrill of color pictures this very weekend. Just load with Kodacolor Film, follow the simple directions, aim, snap—and you've caught your picture . . . in exciting full color. Try a roll and see what you've been missing.

Here's the Color Film to use



For color snaps it's *Kodacolor*. Comes in all 6 popular sizes—116, 120, 127, 616, 620, 828—at your regular dealer's. Return it to him for developing and prints. Outdoors, use Kodacolor Film, *Daylight Type;* indoors with flash, Kodacolor Film, *Type A*. Good shooting!

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Now is picture time

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New '55 models are equipped with stronger,



Rayon has more "Stretch Strength." Since rayon became the most widely used tire cord, its strength has been increased 33⅓% and its fatigue resistance increased 4 to 5 times. Because it won't stretch out of shape, rayon adds extra miles to tire life.



Rayon beats the heat. Today's perfected rayon cord effectively combats the dangerous heat caused by flexing and friction at high speeds. By resisting heat longer and shedding it faster, rayon keeps tires running cooler, safer . . . prevents premature tire trouble.

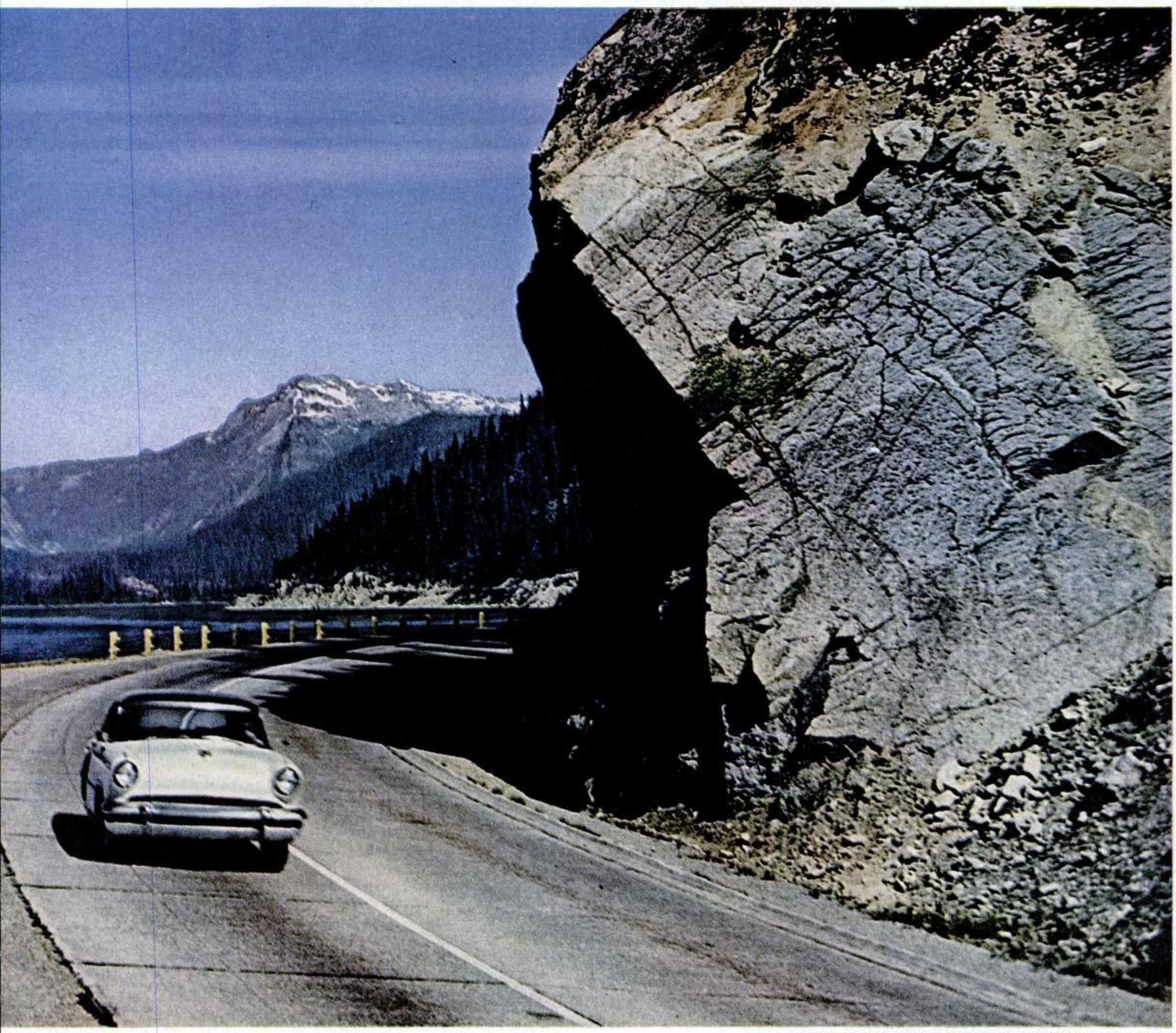


Rayon takes hard knocks. Rough roads, quick stops, sudden starts, swerving, ruts and bumps all put severe strain on tire cord. Because its tensile strength is comparable to that of steel, today's improved rayon offers higher resistance to impact, friction and rupture.

Be sure you ride on

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ON RAYON HI-TEST CORD !



U.S. HIGHWAY 10, CASCADE MOUNTAINS OF WESTERN WASHINGTON

longer-lasting RAYON HI-TEST Tubeless Tires

The new '55 models are the safest in automobile history. Tubeless tires strengthened with RAYON HI-TEST tire cord are one big reason why ! They were *unanimously* chosen by car manufacturers as original equipment. The amazing resistance of these new tubeless tires to blowouts and punctures, their matchless performance and all-round dollar value are made possible by the vastly *increased strength* of RAYON HI-TEST tire cord. Take a tip from the car manufacturers. Even if you don't own one of the new '55's, *you* can enjoy the benefits of RAYON HI-TEST tire cord. When it comes time to replace the tires on your present car, choose RAYON HI-TEST Tubeless Tires. You get *premium safety at no premium in price.*

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Tan gloriously—

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- you don't burn
- you don't peel
- no messy oil

Skol's sun-control screen actually *regulates* the sun's effect on your skin. It shuts out the harmful burning rays. Lets in the beneficial tanning rays. Speeds up the whole tanning process—more *safely*.

You tan comfortably

Not a trace of oil or grease to get on your suit or towel or beach bag. Skol goes on cleanly, neatly. Doesn't pick up sand. And Skol is kind to your skin. Skol won't dry out natural moisture. Won't leave your skin feeling drawn and "tight."

More people tan with Skol

Originally formulated for Alpine guides to prevent dreaded "snow-burn," Skol has become the leading sun product throughout the world. Swimmers, golfers, skiers, all people who play and work in the sun choose Skol above all others.

Use the new Skol this summer. You'll tan *faster* . . . in a day or a weekend. More *beautifully* . . . and safely. Get your bottle of Skol today. Also available in plastic bottles. "SKOL" REG. U. S. PAT. OFF.



For 2 special skin conditions

SKOL *Sun-Fluff*—is for those whose skin dries out excessively in the sun. Sun-Fluff contains a skin conditioner that keeps moisture in the skin while you tan beautifully and more safely. In break-proof pressurized container.

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The Hobart Democrat-Chief
A Modern County Seat Daily Serving a Community of Diversified Agriculture

They Didn't Believe it at First But Concentrated Faith Pays



WAITING FOR RAIN IN HOT SUNLIGHT (ABOVE), JIM BLEDSOE SQUINTS CONFIDENTLY. HE KEEPS UP CURBSIDE VIGIL TRIUMPHANTLY IN NIGHT DOWNPOUR

A TOWN DRESSES UP FOR RAIN, AND GETS IT

For more than two years the town of Hobart in Western Oklahoma hadn't had a rain worth raising an umbrella for, in spite of the prayers offered by local ministers most Sundays. "We ought to fire the preacher," said a town merchant jokingly. "No," answered Druggist Jim Bledsoe. "What we really need is for all of us to have faith, and to show it."

Bledsoe had a suggestion for concentrated faith, but as the local newspaper headline observed (*top*), it found few serious takers at first. Bledsoe proposed that on a given day the whole town wear rain gear as tokens of faith that it would rain. He even took an ad offering free umbrellas to everyone who lacked them.

On Rain Day, Bledsoe sat confidently in sunny, 101° heat before his store, with only a few other rainseekers on hand. Then, over the horizon, storm clouds gathered and more raincoated citizens joined him. By late afternoon 700 faithful were on hand as the skies began to dump rain on Hobart.

"This is only the beginning," announced Bledsoe, as the minister (*right*) watched the clouds approvingly. Last week, while Bledsoe was receiving accolades (*p. 53*), the rains, ranging from five to 14 inches so far, were still falling on Hobart and the whole parched area.

PREACHER IN THE RAIN, Reverend Graham Hodge, who prayed for it, admires fourth wet day.

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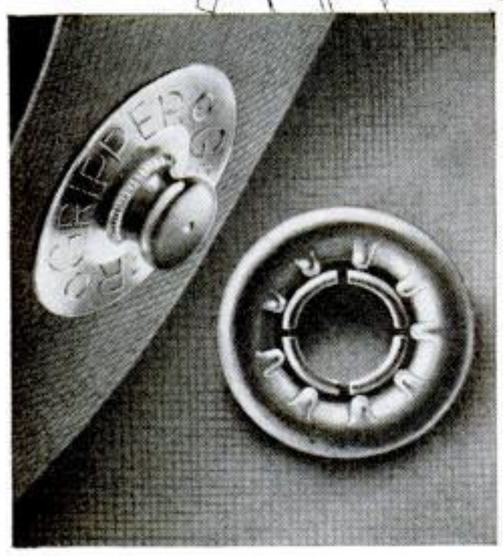


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...it may even revolutionize the dhooti

Now there's a snap fastener that'll convert sceptics of every kind! The new improved Gripper Snap Fastener! Doubly strong! Lasts for years! It's the only one of its kind . . . and garments that have them are outstanding buys. Look for the new Gripper Snap Fastener, found only on top-quality merchandise. It's the mark of better workmanship, better wearing garments, better value for your money!





Exclusive Radial Ribs! Nine ribs plus other features double the strength and life, assure easy, firm closure. When you see Gripper Snap Fasteners, you know you're getting fine garments! Also available at notion counters for home attachment.

new **GRIPPER**® BRAND *snap fasteners*

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WATERBURY, CONNECTICUT

RAIN CAMPAIGN GOES ON



CLASSROOM VIGIL is kept by a junior high school student who holds an umbrella overhead during a short-lived period of sunlight soon after Rain Day.



RAIN DAY PLUS FOUR found Hobart citizens in raincoats and umbrellas patrolling the main street, confident that it would rain again, and soon it did.

CONTINUED ON PAGE 53

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If the lady in charge doesn't turn around soon, she's going to have more corn flakes than Kellogg's. Her son, her pride and joy, has a good thing here, and he doesn't know quite where to stop.

Well any minute now, mother will catch sight of that cart and there'll be some changes made.

Of course, His Nibs has a point. It IS a good idea to have plenty of Kellogg's Corn Flakes. Somebody always seems to wake up and want them. And that big Corn Flakes package has a habit of getting down to the last rustle before you know it.

Even we can't quite describe that appetizing "something" that gives Kellogg's Corn Flakes this disappearing quality and has made them the favorite for 50 years.

Are you going to the store today—with or without a small boy? Why don't you just reach out and pick up a spare package? Tomorrow's breakfast will be here before you know it and you wouldn't want to disappoint anybody, now would you?



REMINDER: Running low at your house? Better get a spare.

Steven Dohanos

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For People of Inherent Good Taste

His gracious manner and respected presence tell you—here is a man of inherent good taste. And *he* will tell you that such taste responds to the two great whiskies shown here with a warmth no others awaken. Kentucky Tavern, a classic native sour mash Bourbon made to the same family formula for three generations; and King's Ransom, known round the world for the vigor of its hearty Scotch character. Each is a proud offering of the House of Glenmore, where perfection of product is tradition. We commend them to you, confident that you, too, will find in each the ultimate fulfillment of that tradition.

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KING'S RANSOM—
Famed "Round the World" Blended Scotch Whisky —94 Proof—Imported solely by Glenmore Distilleries

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Kentucky Straight Sour Mash Bourbon, Bottled-in-Bond, 100 Proof

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Umbrella Man Flees Before Downpour 'Don't Tamper With It,' He Cautions



MAN OF THE HOUR, Bledsoe is crowned at "rain party," earns headline (*top*) when, leaving briefly, he warns town against fiddling with its luck.



INSPECTING FIELDS, Bledsoe (*left*) leaps over a ditch with farmer Julius Rule. As rains kept on, friends asked Bledsoe to "turn off his faucets."

33¢ tube of ANTIZYME Tooth Paste

FREE!

when you buy regular value

59¢ PRO Tooth Brush

Look for the special combination package.

Antizyme Tooth Paste—the sensational, new, completely different kind of tooth paste *stops the major cause of tooth decay* continuously, 12 to 24 hours in 9 out of every 10 cases tested. People from all parts of the country report—"not a single cavity in over two years" after using Antizyme.

This offer of a free tube of Antizyme Tooth Paste with a regular 59¢ PRO Tooth Brush—either tufted or PRO "59"—may mean new dental health for you. Famous PRO Tooth Brushes massage gums better, polish teeth brighter.



The Best Is Always a PRO

Pro-phy-lac-tic Brush Co., *Florence, Mass.*

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Topnotch service...

rock-bottom rates!

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Life Fire
INSURANCE

Read how 3,400,000 with State Farm's

Here are statements from typical members and the actual savings they enjoy with State Farm Mutual



Mr. Milton E. Nollau, St. Louis, Missouri

"Shortly after I joined State Farm Mutual, I had an accident while driving in a blizzard near Kansas City. I got in touch with a State Farm agent there who not only handled the case for me but made me feel I had a friend. I'm glad I switched to State Farm and hope to remain permanently."

Mr. Nollau carries Liability (15/30/5), MAX Medical Payments, Comprehensive, and 80% Collision coverage on his 1954 Oldsmobile 4-door sedan. He pays $136.90 a year with State Farm. At ordinary rates, he would have to pay $319.50 for the same coverage.



Miss Mildred Sullivan, Butte, Montana

"When I had my accident, your agent immediately responded to my call and gave me every courtesy. I now have more faith than ever in your company and will do all on my part to let other people know of its fairness."

Miss Sullivan carries Liability (10/20/5), MAX Medical Payments, Comprehensive, 80% Collision, and Emergency Road Service coverage on her 1951 Chevrolet 2-door sedan. At State Farm rates, she pays $95.50 a year. At ordinary rates, this coverage would cost $225.80 a year.

Reverend W. E. Opie, Fresno, California



"I appreciate the wonderful way your Fresno, California, people took care of me after my very serious accident. The agent and the adjuster were very solicitous of my welfare and went to no end of trouble to assist me in the minutest details. The handling of my case has certainly stirred me to a new height of enthusiasm regarding State Farm and the way it takes care of its policyholders."

Reverend Opie pays State Farm $105.48 a year for Liability (50/100/5), MAX Medical Payments, Comprehensive, $50 Deductible Collision, and Emergency Road Service coverage on his 1953 Pontiac 4-door sedan. At ordinary rates, he would pay $129.90 a year.

Mr. Bert Spencer, Minneapolis, Minnesota



"At the time of a serious accident, when a member of your family is injured, you have plenty to worry about. It is good to know that you have insurance with a company that is so reliable. After my recent claim with State Farm, I have peace of mind knowing that I am covered by a company whose agents give good service and do everything they say they will do when they sell you a policy."

Mr. Spencer carries Liability (25/50/5), MAX Medical Payments, Comprehensive, and $50 Deductible Collision on his 1954 Oldsmobile 4-door sedan. He pays $107.58 a year with State Farm. At ordinary rates, he would have to pay $230.44 for the same coverage.

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It's this "personal touch"

that's helped make State Farm claim service so famous. In case of accident, just phone the nearest State Farm agent. He goes to bat for you. He helps make out the accident report. He inspects damages and helps speed repairs. He lays the groundwork for prompt payment of every dollar due—to you, or to other parties involved. And this service is available at home or away. (All 7,500 State Farm agents are pledged to treat every member in trouble as a personal client.)

car owners get <u>both</u> "careful driver insurance"!

The simple fact that State Farm Mutual insures more automobiles than any other company in the world proves one thing: *that U. S. car owners want the best in protection and service at minimum cost.* And that's exactly what they *get* with State Farm.

State Farm Mutual does not charge the same rates as other companies. State Farm calculates its own rates from the accident records of its *own* members—and not from industry figures compiled by rating bureaus.

State Farm's unique "careful drivers only" plan keeps rates low. In the long run, careful drivers have fewer accidents than reckless, irresponsible drivers. By deliberately seeking to insure careful drivers only, State Farm holds down accident costs. It then passes savings back to its members in the form of low rates. Rates that save policyholders ten . . . twenty . . . even forty percent, compared to the cost of ordinary auto insurance.

State Farm Mutual provides fast, fair, friendly claim service in case of accident. And this service is just a phone call away. There are now more than 7,500 State Farm agents strategically located in the United States and Ontario, Canada, to come to your assistance day or night . . . wherever you live or travel. And agents are backed by 1,000 claim experts who work only for State Farm members. This is the largest full-time, salaried staff of adjusters in the automobile insurance business.

The record shows that State Farm claim offices pay 90% of routine collision and comprehensive claims within 48 hours of receipt of bills. Every claim is processed with the utmost speed. The objective: to pay *promptly* every dollar that's due —with a minimum of red tape and inconvenience.

Can <u>you</u> qualify for State Farm's "careful driver insurance"?

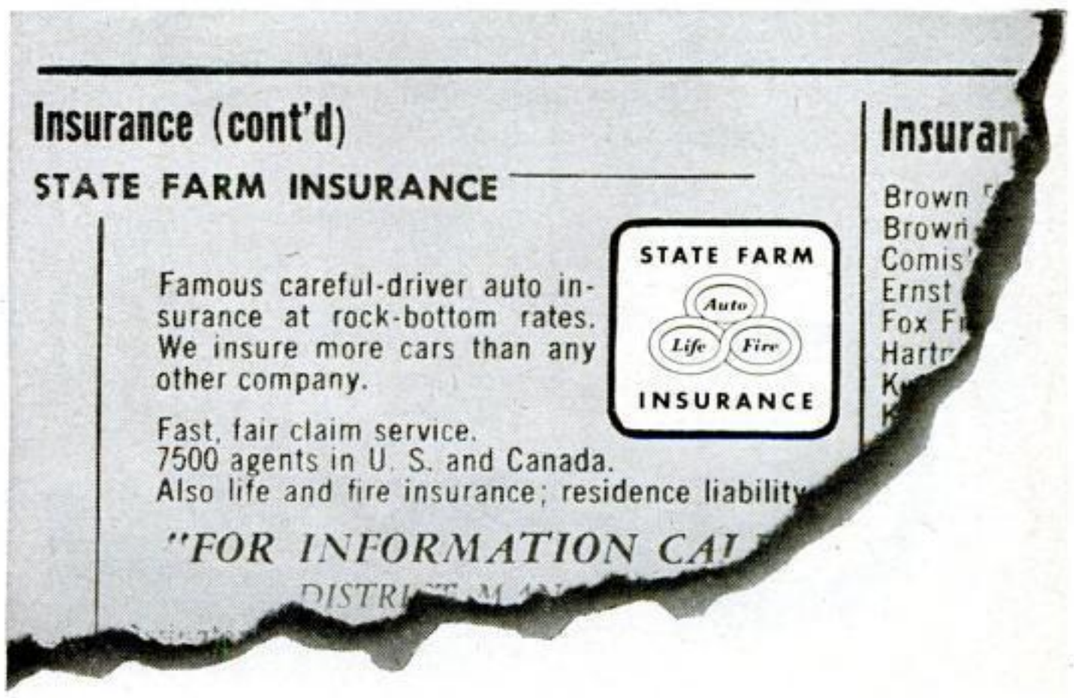
Not everyone can, of course. But if you use good judgment, common sense, and courtesy behind the wheel, it should be easy. For complete information, talk to any State Farm agent this week. For the name of the agent nearest you, look in the yellow classified pages of your phone book under "State Farm Insurance."

STATE FARM MUTUAL

"the careful driver insurance company"

State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Company
and its wholly owned affiliates:
State Farm Life Insurance Company
State Farm Fire and Casualty Company

Home Office: Bloomington, Illinois
Field claim offices in 325 principal cities,
7,500 agents in 40 states, District of Columbia, and Ontario, Canada.



If your phone book does not list a State Farm agent, write directly to Dept. E-3, State Farm Mutual, Bloomington, Illinois.

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The Look of Liberty in Craftsmanship

PATRIOTISM BECOMES THE AMERICAN THEME

Photographed for LIFE by ARNOLD NEWMAN

Long before 1776 the independence of America was being declared by its arts and manufactures. Colonial craftsmen of the 18th Century made silverware as handsome as any from England, and equally handsome guns which were much more deadly. Furniture-making reached its all-time peak of perfection and branched out in a number of particular American designs. Houses grew larger and ceilings higher; paint and window glass became necessities instead of luxuries; graceful paneled doorways with overhead pediments and fanlights replaced the thick nail-studded portals of pioneer days. A taste for the exotic, a love of ornament sheerly for ornament's sake began to appear. But in general, American design still showed a strong preference for the simpler, more functional forms.

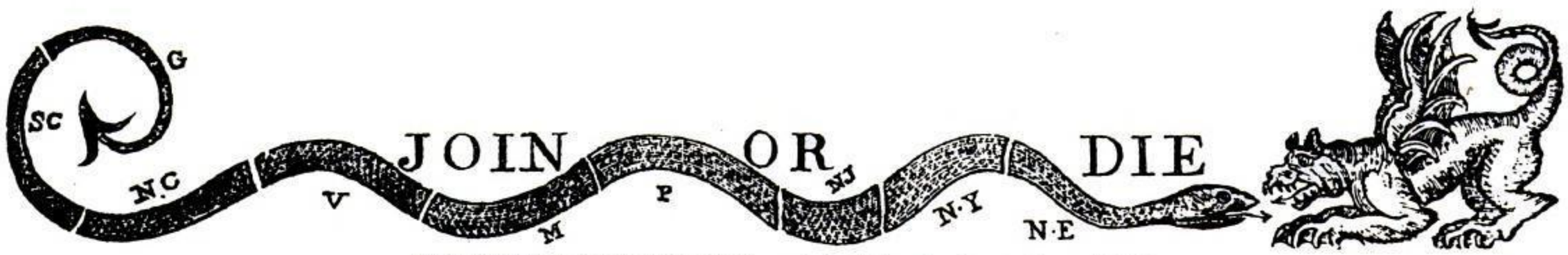
The standard of living of the 13 American colonies by 1750 was already higher than that of any comparable area in the world. Their population was booming at a rate that has never been equaled. Wealth was piling up, not only in the strongboxes of the wealthy, but even more in the hands of a fast-growing and widely distributed middle class. The colonists did an amazing amount of traveling, to Europe, and up and down the Eastern seaboard. Even a Boston tallow-chandler's son like Benjamin Franklin managed to get part of his education abroad.

Colonial prosperity and colonial enterprise made the American Revolution almost an inevitable event. But it was a revolution which sought to conserve and enlarge the thriving American *status quo*, rather than overturn it. Paul Revere, pictured on the opposite page, is an excellent example of the American revolutionist: a craftsman who infused the look of liberty into his handiwork; a patriot who did much more for his country than risk his neck on a midnight ride.

Revere was the most gifted Boston silversmith of his time and his most famous creation is the punch bowl shown above, whose classical purity of shape tends to obscure the fact that it was fashioned in a fever of political excitement. Revere made it in 1768 after the Massachusetts legislature refused to withdraw an anti-British protest it had sent to the other colonies. On one side he etched a liberty cap and an inscription: "To the Memory of the glorious NINETY-TWO: Members of the Hon'bl House of Representatives of Massachusetts-Bay, who, undaunted by the insolent Menaces of Villains in Power . . . voted NOT TO RESCIND."

Revere also engraved patriotic cartoons (*below*) and propaganda pictures like his *Boston Massacre*. During the Revolution he printed currency, cast cannon and ran a gunpowder mill to supply Washington's army. After the war he went into the metal business in a big way. He made church bells, copper boilers for the first steamboats on the Hudson River and rolled copper for the Boston State House roof. The impetus of independence, which turned the artist-artisan Revere into an industrialist, also carried the country along—to an originality of architecture, an enterprise in technology and, in a way no period in American life has surpassed, a mature richness of decoration.

BOWL (ABOVE), MUSEUM OF FINE ARTS, BOSTON



REVERE'S RATTLESNAKE, symbol of the colonies, confronts British griffin in cartoon engraved for the *Massachusetts Spy* in 1774. Paul Revere took the nine-part snake idea from Ben Franklin. His drawing is crude but he was only interested in getting his idea across to as many readers as possible.

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PART II:
AMERICA'S ARTS AND SKILLS



MUSEUM OF FINE ARTS, BOSTON

PAUL REVERE, with silversmith's tools and a teapot he made, was painted around 1765 by John Singleton Copley, America's first major artist. Copley introduced a revolutionary realism into American portrait painting at a time when most English artists were still following the worn-out conventions of Van Dyck.

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DU PONT MUSEUM

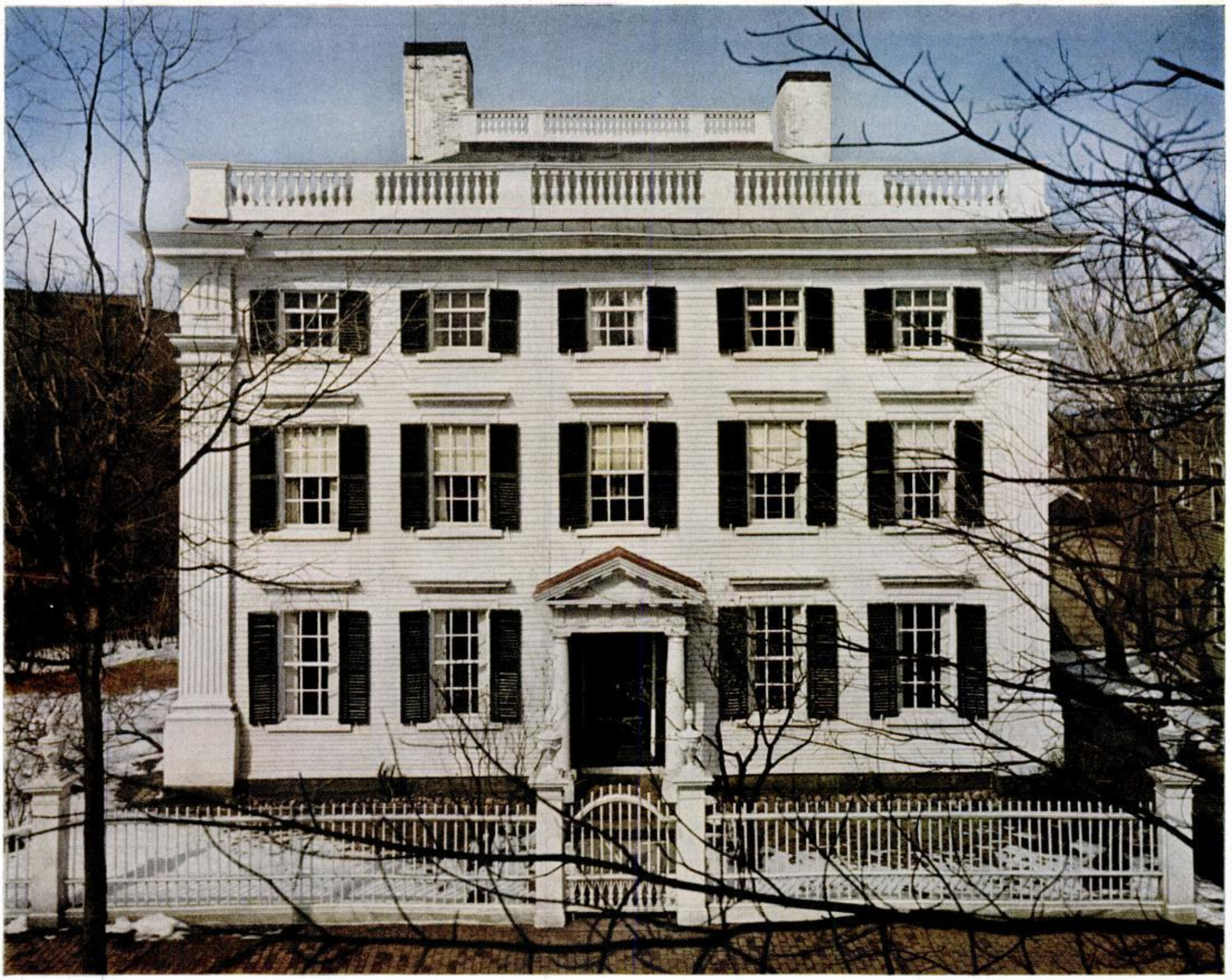


ESSEX INSTITUTE



DU PONT MUSEUM

WOOD CARVING became a fine art as practiced by Samuel McIntire, the master carpenter of Salem. Fruit basket at left was a favorite McIntire design. The medallion with crossed sword and bugle once decorated wood gate of Salem's Washington Common. Cornucopia at right was made for a McIntire card table.



THE ESSEX INSTITUTE, SALEM, MASS.

PEIRCE HOUSE, now a Salem museum, was built by McIntire about 1782. Its chaste facade is perfectly framed by the roof railing and classic corner pillars.



DU PONT MUSEUM



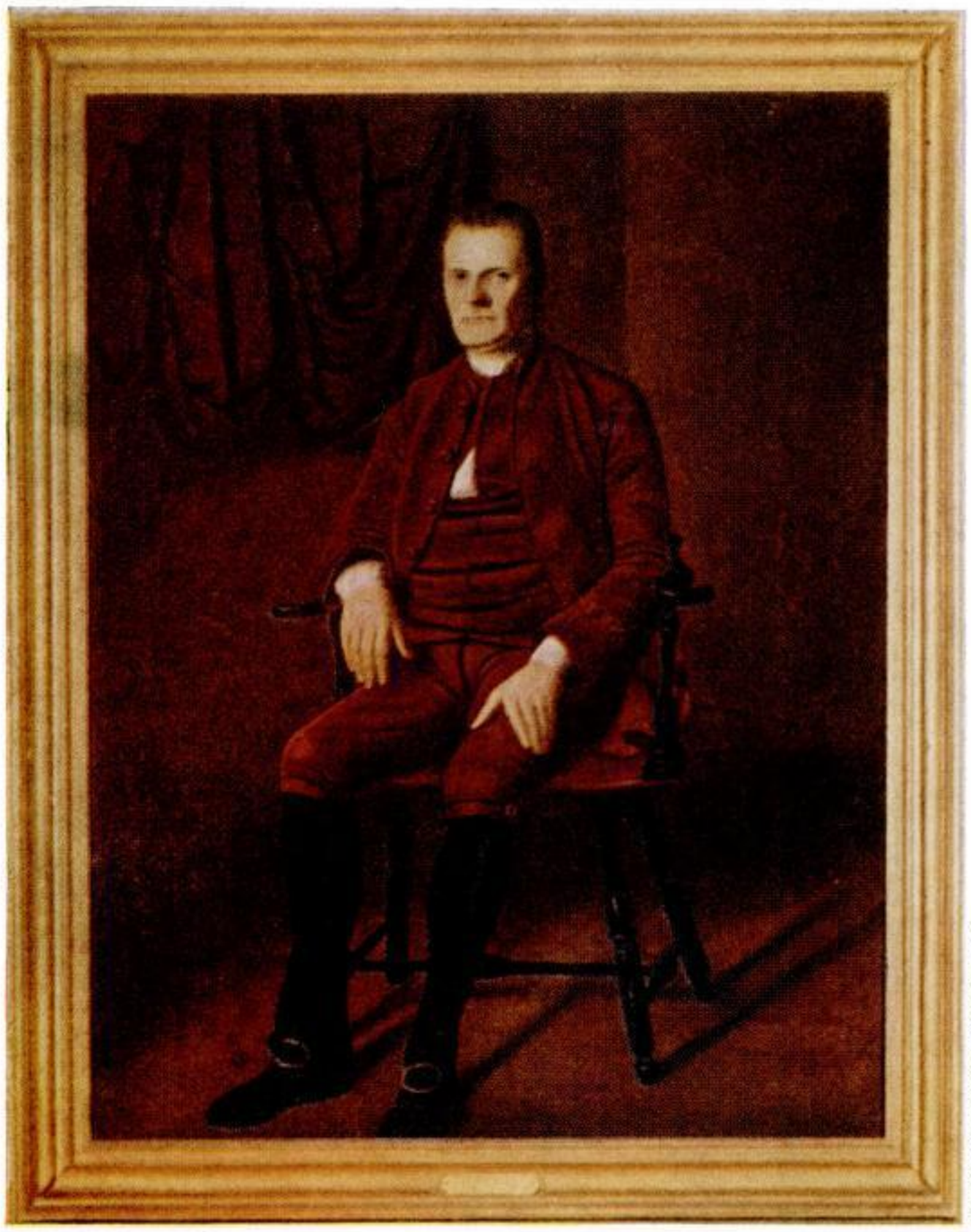
ESSEX INSTITUTE

ARMS OF MASSACHUSETTS were carved by McIntire, who also did eagle at right. One at left was made in Baltimore by unknown carver to top a tall chest.



ESSEX INSTITUTE

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YALE UNIVERSITY ART GALLERY

SEAT FOR PORTRAIT of Roger Sherman, who signed Declaration and U.S. Constitution, was a Connecticut Windsor chair. Painter was Ralph Earl.

The versatile hoop-and-stick chair

The Windsor chair, an English production which supposedly got its name from George III, was vastly more popular in pre-Revolutionary America than it ever became in the motherland. Craftsmen reveled in its varied shapes and uses and their customers liked its form-fitting, hoop-backed comfort. The seats were hollowed out of unseasoned wood; as they dried they formed tight sockets for the legs which were turned in shapes to give extra strength where needed. The backs, of resilient spindles fastened across the top by strips of hickory or ash, formed a light and strong, yet cheap, construction. American woodworkers showed the same freedom and versatility in making the more expensive chairs of the period (*below*).



QUEEN ANNE STYLE varied with region. Chairs above (*from left*) are stiff, prim New England, solid, squat New York, gracefully curved Philadelphia.



ALL CHAIRS: DU PONT MUSEUM, WINTERTHUR, DEL.

VARIED WINDSOR FORMS are arrayed here. At top, from left: fan-back chair, step-down settee with rockers, cradle, stool. Next row: comb-back

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high chair, triple hoop-back settee, comb-back writing chair. Next row: brace-back armchair, comb-back rocker. Bottom row: stool with vase-turned legs, child's settee, miniature bow-back, possibly carried as sample by chair salesmen, low-back armchair. The woods, painted in many colors, included maple, pine, tulip, ash.

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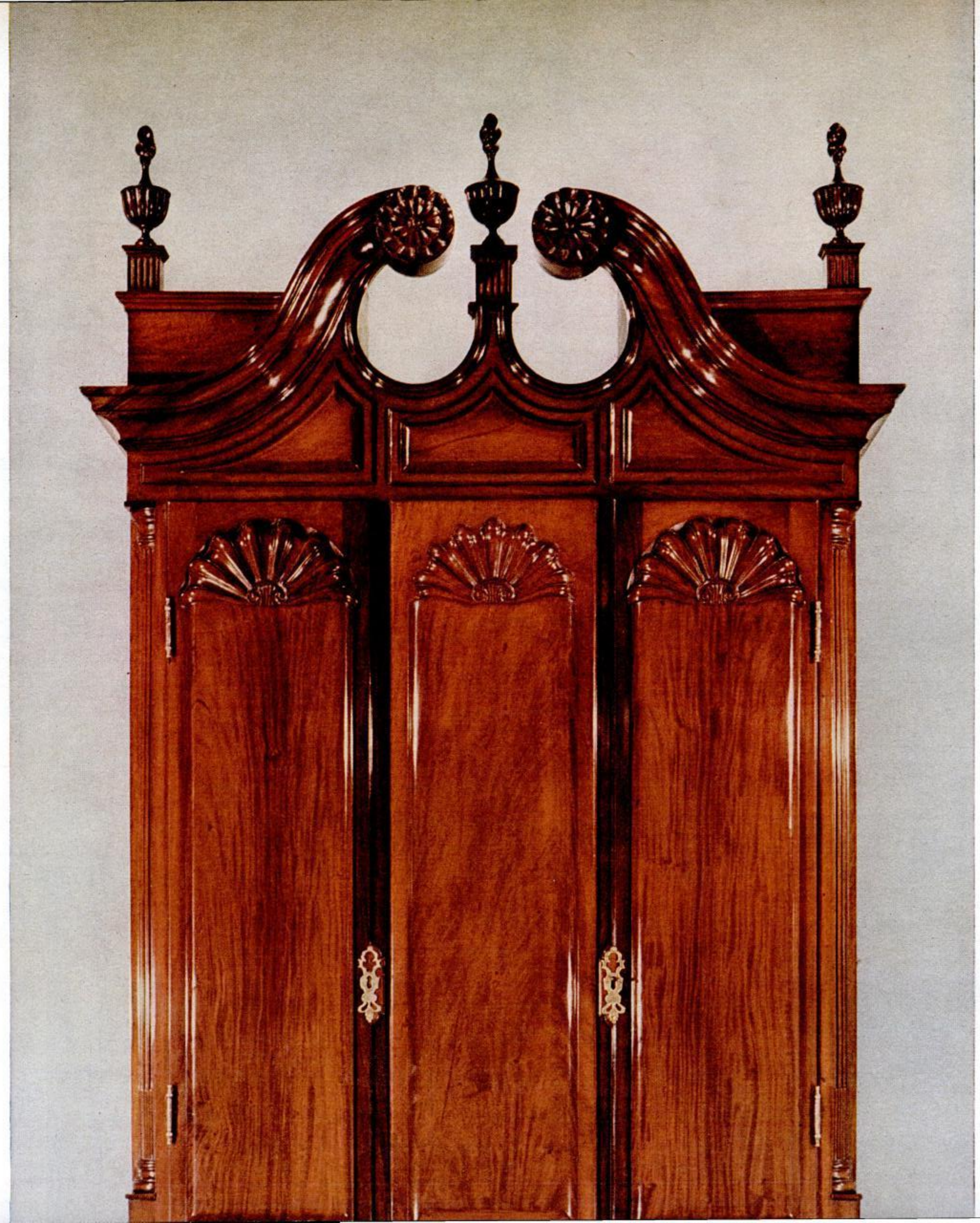
TILT-TOP TEA TABLE, made in Philadelphia before the Revolution, is a superb example of Chippendale. "Piecrust" edge is to keep cups from sliding off.

Fine furniture in American modes

The unparalleled elegance of 18th Century English furniture, designed by such masters as Thomas Chippendale, George Hepplewhite and Thomas Sheraton, had its counterpart in America. But in copying English styles, the Americans made them simpler to emphasize the graceful lines. In the best English pieces the striking feature was the elaborate surface ornamentation; in the best American pieces it was in the body of the design itself.

American cabinetmakers also created their own styles. John Goddard, a Newport Quaker, made the magnificent secretary at right and helped to originate its uniquely American block-front pattern.





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ELLIPTICAL COMMODE made by Thomas Seymour of Boston about 1800 follows no one style. He was showing his skill in joinery and inlaying rare woods.



DU PONT MUSEUM, WINTERTHUR, DEL.

TAMBOUR SECRETARY made by Seymour or his father is Boston version of Hepplewhite style, with special American touch shown in economy of ornament.



TABLE, COMMODE, BOMBE DESK, MUSEUM OF FINE ARTS, BOSTON

"BOMBE" DESK, named for its flaring front and sides, was made in Massachusetts before 1760. Basic style is Italian baroque but indented fans are American.

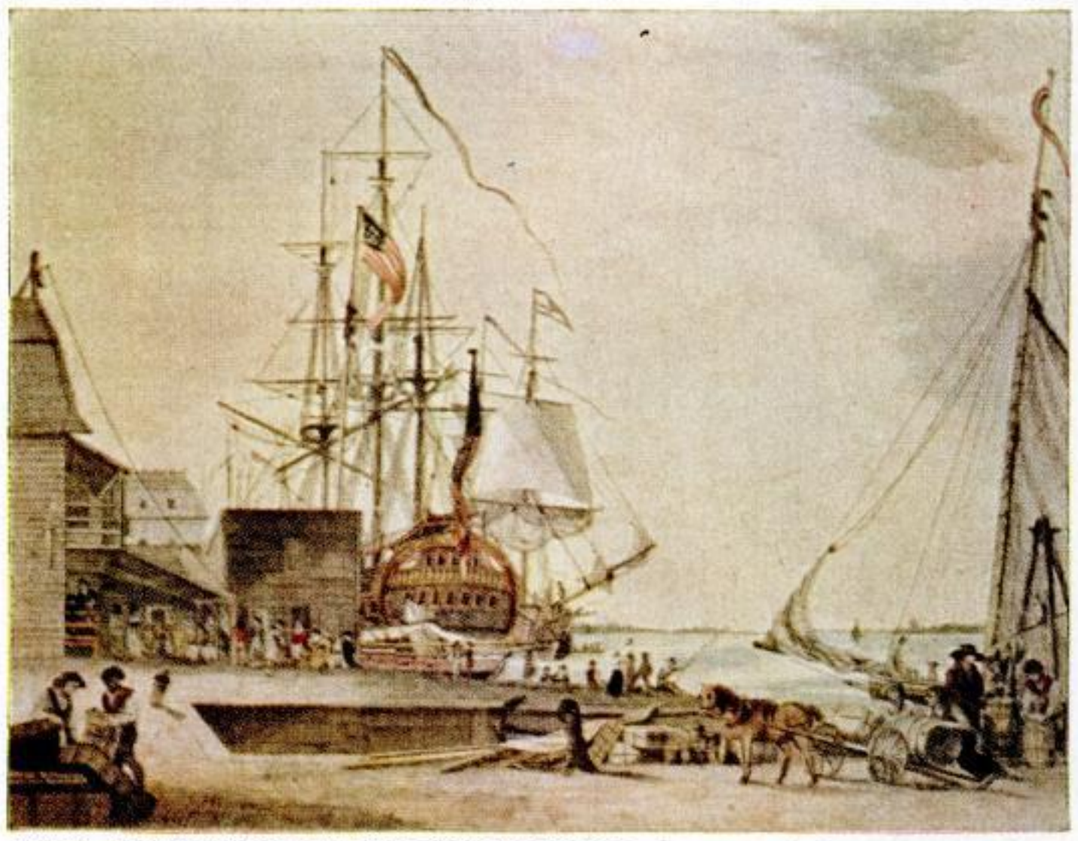


THE RHODE ISLAND HISTORICAL SOCIETY, PROVIDENCE

BLOCK-FRONT SECRETARY of warmly colored and perfectly matched mahogany was made about 1759 by John Goddard for Joseph Brown of Providence. The block-front pattern, with its alternating high and low panels, was an American design which had no counterpart in England. Here it is accentuated by the nine shell ornaments, carved in contrasting relief, and urns, rosettes and molded scrolls of the pediment.

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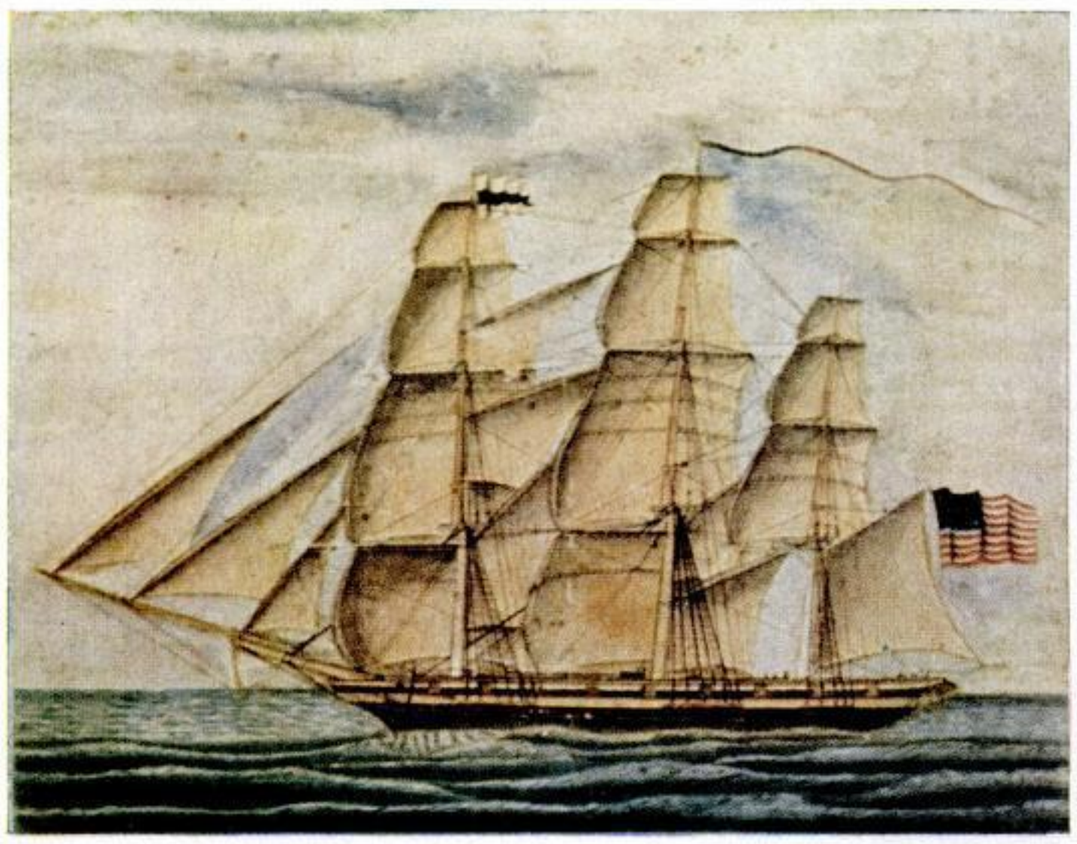


PHILADELPHIA EAST INDIAMAN, shown at Delaware wharf, was in China trade. Robert Morris, who signed Declaration, financed first trip in 1784.

Chippendale style and China trade

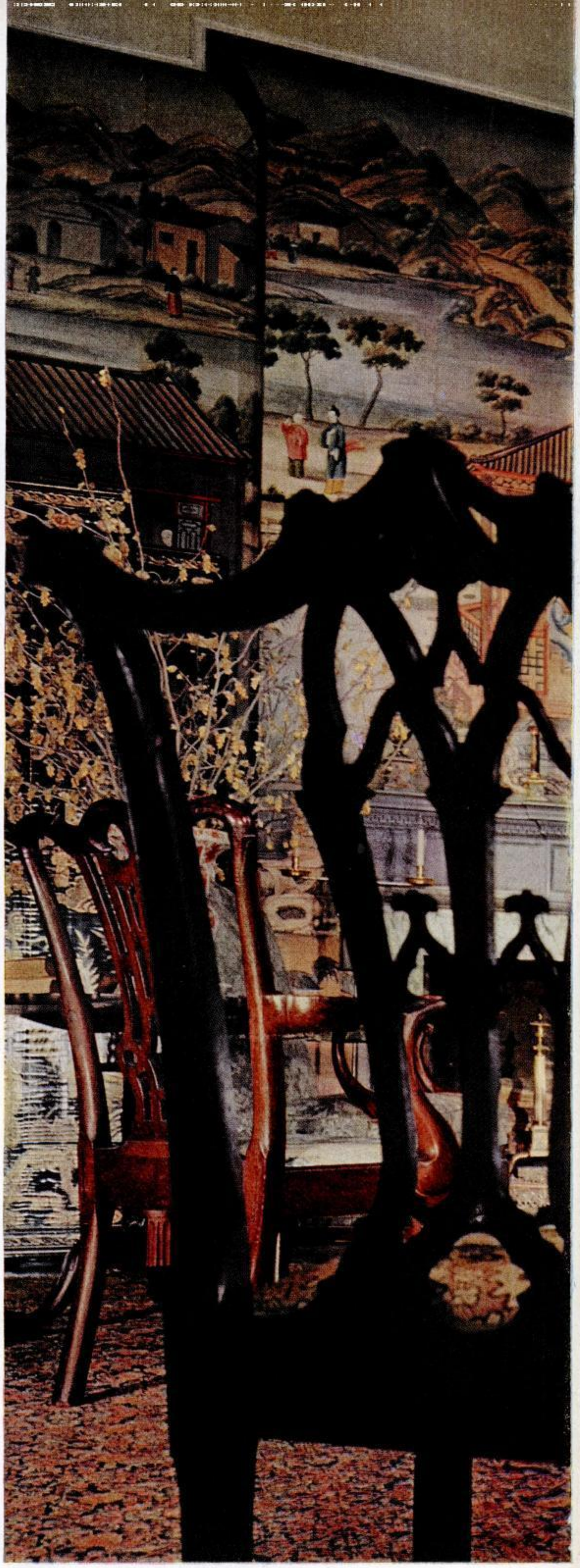
During and after the Revolution a sudden desire for things Chinese swept the wealthier homes of America, in part due to a wartime urge to get rid of British influence entirely. Soon after the fighting ended, scores of handsome, fast-sailing American ships were turned toward China, whose tea, silks and porcelains were in great demand and produced huge profits. The ships also brought back lacquered screens, Oriental carvings and carpets, and exotic wallpapers to brighten the merchants' drawing rooms. The furniture of Thomas Chippendale, who was strongly influenced by Chinese design, fitted perfectly with such decorations, and all these things together produced the style called Chinese Chippendale.

The parlor at the right illustrates the style at its peak, about 1790. The Chinese wallpaper sets the tone—an idealized landscape of peace and beauty, completely foreign to the troubled American scene, and more restful for that reason. The furniture in this room was made in Charleston and Philadelphia. Although based on Chippendale's designs, its American workmanship is strongly evident in the straight, sensible legs of the Chippendale side chairs and the magnificent sofa, which is upholstered in faded damask of the 18th Century. The mantel, with rococo carvings, is from the home of a former Philadelphia mayor.



PEABODY MUSEUM, SALEM, MASS.

SALEM SQUARE-RIGGER, *The George*, was owned by Joseph Peabody. Salem's fleet brought fabulous wealth from China just after the Revolution.



DU PONT MUSEUM, WINTERTHUR, DEL.

CHINESE PARLOR in the Du Pont Museum at Winterthur, Del. is a rich assemblage of American taste in the Revolutionary period. Oriental influence

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extends to such details as the porcelain in the shell-shaped cupboard, japanned bellows and lacquered screens, and small pagodas which top the American-made andirons and are carved as "ears" on the Chippendale side chairs. The two-armed candlestands are purely American, designed to give better balance and light.

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Humm..

Strumm...

Butter

Rummm...



Butter-rum...

a wonderful flavor to string along with!

The candy with the hole ... still only 5¢

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CARD TABLE TOP of needlepoint, made about 1740, features cards of conventional design, chips and fish-shaped counters.

Cards for Americans

After the Americans got rid of a king as a ruler they decided to eliminate royalty from their playing cards. General Washington himself became the king of hearts in the rare historical deck which is illustrated on this week's cover. Thomas Jefferson is the king of clubs on the cover, John Quincy Adams the king of diamonds. In this deck, the queens are classic divinities—Minerva the queen of spades, Venus the queen of hearts, Ceres of clubs, Justitia of diamonds. Jacks (or knaves) are Indian chiefs—Gy-ant-wachia the jack of diamonds, an unidentified chief the jack of spades, the Iroquois Joseph Brant the jack of clubs, Red Jacket the jack of hearts. All these cards were made by J. Y. Humphreys of Philadelphia. The ace of spades in the bottom row on the cover is by Jazaniah Ford of Milton, Mass., who about 1815 printed a deck featuring the battles of Stephen Decatur.

The wealthier colonists played "Pope Joan," quadrille and whist. Few of them kept as full a gambling record as George Washington, whose diaries show that he lost six pounds, three shillings and threepence between 1772 and 1775. After he took command of the Continental army he banned card games among his men, as it was impossible to discriminate between "innocent play" and "criminal gaming."



BOSTON MUSEUM OF FINE ARTS

CARD TABLE of walnut was owned by Governor William Dummer of Massachusetts. His wife made table top. When not in use it folded against wall.

CONTINUED ON NEXT PAGE



Intrigue on the **RIVIERA**

Soft leathers . . . cool nylon mesh . . . smart low lines. All conspire in intriguing fashion in Winthrop Rivieras. Built for breezy comfort . . . designed in the best of leathers and Northcool nylon mesh . . . and styled with the latest low-cut topline, these Winthrop Rivieras will catch many a lingering, sidelong glance . . . anywhere. See the complete selection at your Winthrop dealer's. Style shown, Toast tone softie-grain with Brown-on-Wheat Northcool nylon mesh.

Winthrop Rivieras $12.95 to $15.95

Other Winthrops from $8.95. Winthrop Jrs. for Boys $7.95-$8.95

Slightly higher in the West

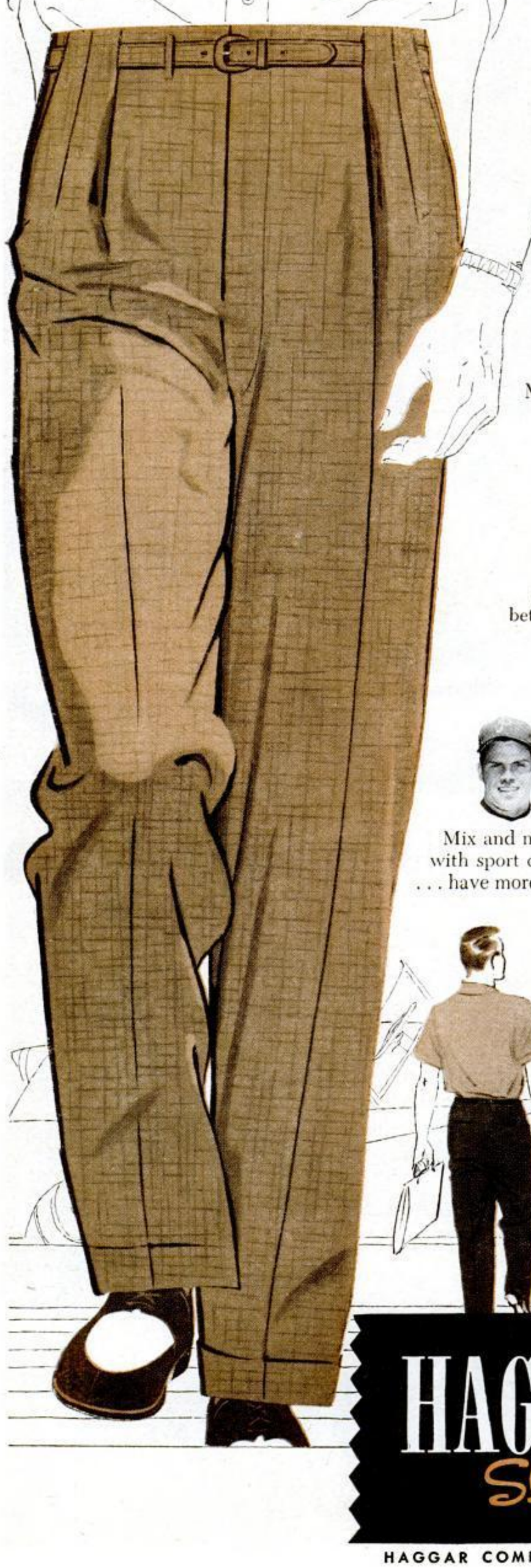
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Look your best...in COOL comfort!

HAGGAR *Shanghai Weave* SLACKS



Completely Washable!

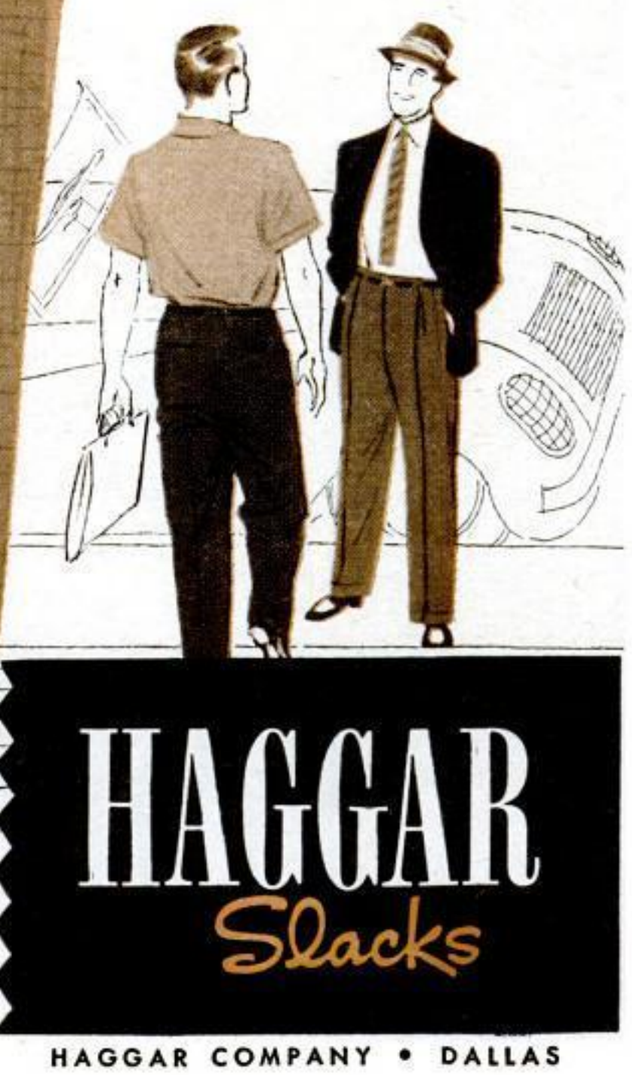
Made of *cool* rayon, these Haggar Slacks look like linen and their ventilated weave admits even the slightest breeze.

About $6.95

Get Haggar Slacks at better stores everywhere, $6.95-$14.95

Robin Roberts, Ace Philadelphia Hurler, says:

Mix and match Haggar Slacks with sport coats and sport shirts . . . have more good looking outfits!"



HAGGAR Slacks

HAGGAR COMPANY • DALLAS









PROPOSED DESIGNS (*top*) for Great Seal of U.S. included a rifleman, montage of small State seals, the Goddess of Liberty. Sketch of eagle at bottom left evolved into the official design (*right*) which was adopted in 1782.

The official eagle

The American bald eagle, grumbled Benjamin Franklin, is "a bird of bad moral character . . . he is generally poor, and often very lousy. Besides, he is a rank coward; the little *kingbird*, not bigger than a sparrow, attacks him boldly and drives him out of the district." Franklin thought the wild turkey would make a "much more respectable" national emblem. But Congress thought otherwise and in 1782 it directed that an American bald eagle grasping in its talons the arrows of war and an olive branch of peace should be the main feature of the Great Seal of the United States. The first official seal was based on a drawing (*bottom left in group above*) made by Charles Thomson, longtime secretary of the Continental Congress, from suggestions supplied by an amateur student of European heraldry named William Barton. The seal itself is at bottom right. This eagle wore a crest that no American eagle has.

For the artists and designers of the young nation the eagle was a godsend. Promptly they broke out in a rash of carved, painted, engraved, embroidered and stenciled eagles, which were used to decorate mirrors, butter molds, documents and bedsteads. Two such productions in wood are shown on page 63. Meanwhile the Great Seal itself underwent various transformations. In 1884 it was redesigned in its present form by Messrs. Tiffany & Co. of New York. They gave the eagle a proper haircut, as anyone can see who has a $1 bill in his pocket.

ACKNOWLEDGMENTS

LIFE is indebted to the following for special assistance in the preparation of this essay: Mrs. Kathryn Buhler, Boston Museum of Fine Arts; Clarence S. Brigham, American Antiquarian Society; Joe Kindig Jr. of York, Pa.; Carl W. Drepperd, Pennsylvania Farm Museum of Landis Valley, Pa.; Harold L. Peterson, National Park Service; Robert L. Hoke, Colonial Williamsburg Inc.; Robert P. L. Frick, Kenmore Association; Ernest S. Dodge and Charles H. P. Copeland, Peabody Museum of Salem; Walter M. Merrill, Essex Institute; Charles F. Montgomery and Dean Fales Jr., Du Pont Museum, Winterthur, Del.; Clifford P. Monahon, Rhode Island Historical Society; Carl L. Lokke and Karl L. Trever, National Archives and Records Service.

IN JULY 18 ISSUE, PART III

THE AGE OF HOMESPUN

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Safe driver stops for a "Coffee-break"

The road is inviting, the weather fine. As the miles slip by, he watches his speed, he's careful of other cars, he makes countless split-second decisions. And—he keeps alert! Every couple of hours or so, he stops for a "Coffee-break." Especially on long trips, safety experts and professional drivers advise regular "Coffee-breaks."

What a sure way to ease road fatigue! Good, full-bodied coffee—so much flavor. Or refreshing Iced Coffee—so cooling when you're hot and tired. On the road, on the job, or at home, give yourself a "Coffee-break." Think better, work better, feel better—drive better!

PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

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There is nothing so satisfying as a cup of good coffee

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HEAVILY EMBROIDERED LINEN PANTS AND FULL-BACKED COTTON BLOUSE ARE GIVENCHY'S. THIS IS FRENCH PORT OF HONFLEUR NEAR RESORT OF DEAUVILLE

FRENCH TURN SPORTY

Playclothes get attention and feminine touches from bigtime couture

Postwar French designers have pretty much left the playclothes field to the Americans and Italians. They felt that not only were playclothes too trivial for their designing talents but, more to the point, that their clients would not pay the money for made-to-order versions. This year the top French houses have gone in seriously for ready-made beach designs.

Still expensive in the original by U.S. standards (typical outfit price: $85 to $120), the French playclothes shown here have been widely bought for copying in small shops throughout European resorts. Some are already scheduled for the U.S. and more are bound to turn up. Where their Italian and U.S. counterparts often tend toward a boyish look, the French designs are strictly feminine, with such touches as frosty embroidery (*above*), bow-tied trousers, shoulder capes (*p. 77*).

COVERED-TOP BATHING SUIT IS OF BLACK RIBBED LASTEX. RIBBON BELT IS PLACED LOW TO EMPHASIZE HIP. IT WILL BE COPIED IN U.S. BY MARSHALL FIELD

CONTINUED ON PAGE 77

Another reason why he's

The best friend your car has ever had!



He sells top octane *Sky Chief* with PETROX for maximum power . . . plus engine protection!

If you want to get *all* the power possible, and top engine protection *too* — get Texaco Sky Chief gasoline. For Sky Chief and *only* Sky Chief has Petrox.

Petrox is unlike any other gasoline additive. It's an exclusive, petroleum-base element . . . and contains no inorganic chemicals that can leave harmful deposits.

Petrox brings out maximum power, increases gasoline mileage — because it cuts deposits that *waste* power. What's more, Petrox leaves a fine film of protection on rings . . . valves . . . on about 123 parts in all. Result: up to 60% longer engine life. Millions of test-car miles *prove* it.

Prove it in *your* car. Fill up with top octane Sky Chief, supercharged with Petrox. The man to see is your Texaco Dealer, *the best friend your car has ever had.*

TEXACO
REG. T.M.
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TIP — The tested team for top performance is Sky Chief and Havoline. Use them together and your engine will outlast your car.



TEXACO DEALERS in all 48 states

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TUNE IN . . . TEXACO STAR THEATER starring DONALD O'CONNOR or JIMMY DURANTE on television, Saturday nights, NBC.

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LOOK!

4052 TERRIFIC PRIZES

$100,000 CONTEST for KIDS and PARENTS!

The Big Popsicle®

T. M. Reg. U. S. Pat. Off.

FAMOUS RANCH BRANDS CONTEST



IT'S EASY! HERE'S ALL YOU DO . . .

1. Cut out official entry blank below along dotted lines.
2. Carefully cut out the big "Sicle" ball from any three "POPSICLE," "FUDGSICLE," "CREAMSICLE," "DREAMSICLE," or "50-50 POPSICLE" bags.
3. Paste the three "Sicle" balls on the entry blank.
4. Match the ranch brands against the names of the ranches shown on the entry blank by writing the number of the ranch name in the corner of the box where you think it belongs. Example: we have put a 3 in the first box because Circle Z (#3 on the list) fits that brand.
5. In the empty space shown on the entry blank, draw the brand you would use if you owned a ranch.
6. Print the name of your ranch on the dotted line indicated on the blank. (Mom and Dad can help!)
7. Write your name, age and address in the spaces indicated on the blank. Your entry will be judged against other entries in your age group.
8. Paste the completed entry on a 2-cent post-card and mail to "POPSICLE," P.O. Box 123, New York 46, N. Y. Send in as many entries as you like. Entries must be postmarked no later than midnight, August 6th.
9. Entries to be judged by independent judging organization on basis of correctness and neatness. In case of ties, originality of "imaginary ranch brand" will be deciding factor. Decision of judges will be final.

BIG WEEKLY CONTESTS

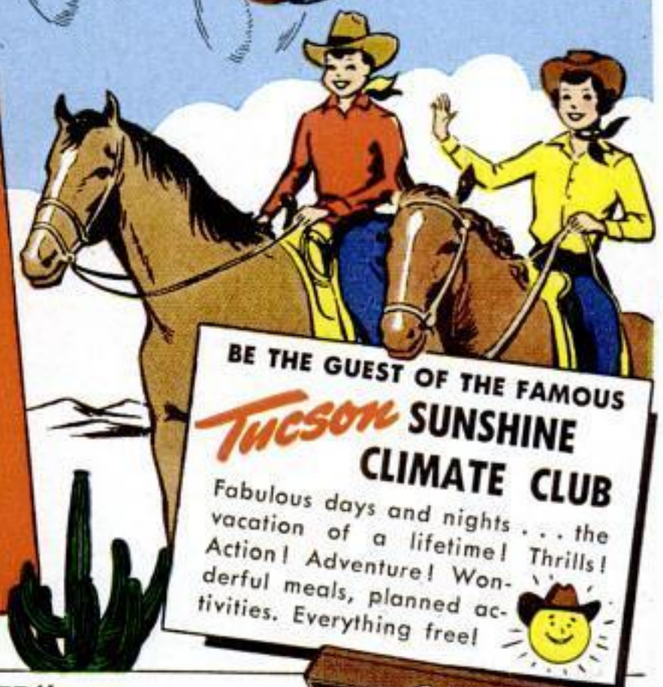
Remember! You have until midnight Saturday, June 4th to enter the first big weekly "POPSICLE" contest. Thereafter weekly contests begin Sunday morning and end the following Saturday at midnight. All entries will be judged in the weekly contests by postmark date. The 10th and last "POPSICLE" contest closes with mail postmarked by midnight Aug. 6th, 1955.

LAST CONTEST CLOSES AUG. 6, 1955

52 GRAND PRIZES

52 winning teams of child and parent (104 TRIPS IN ALL) will fly via AMERICAN AIRLINES LUXURIOUS FLAGSHIPS for thrilling, all-expense DUDE RANCH VACATIONS IN Tucson ARIZONA

(Trips scheduled for arrival in Tucson August 21st)



BE THE GUEST OF THE FAMOUS Tucson SUNSHINE CLIMATE CLUB

Fabulous days and nights . . . the vacation of a lifetime! Thrills! Action! Adventure! Wonderful meals, planned activities. Everything free!

300 2nd PRIZES

PHILCO PORTABLE "3-SPEEDER" PHONOGRAPHS

Value $29.95

This is the amazing portable phonograph that Johnny Desmond features on PHONORAMA TIME on radio every Saturday morning. A world-famous quality Philco portable that you just plug in and play — all speeds, all record sizes, dual needles. Amazing tone! Permanent 45, 33 and 78 spindle.

PERSONALIZED! with your own name in gold on the lid



1000 3rd PRIZES FOR GIRLS

EFFANBEE Dy-Dee DOLL AND WARDROBE



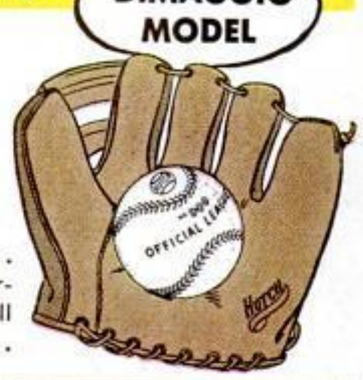
She drinks from a bottle, cup or spoon . . . cries . . . weeps real tears . . . blows bubbles . . . closes her eyes. With 20-pc. wardrobe . . .

Value $15.95

1000 3rd PRIZES FOR BOYS

DiMAGGIO MODEL

BASEBALL GLOVE AND BALL



Full-size "Hutch" professional . . . oil-treated cowhide . . . full leather-lined. With genuine horsehide ball . . . regulation size and weight . . .

700 4th PRIZES



SPARTUS FLASH CAMERAS

Complete with bulbs, film, batteries . . . **Value $14.95**

1000 5th PRIZES

MATTEL *Musical Mystery* TOY TRUCKS



Plays tune as *it* rolls along!

1. Westward Look	4. Thunderhead	7. Wild Horse
2. Bar B R	5. Barra Nada	8. Sahuaro Vista
3. Circle Z	6. Saddle and Surrey	9. Diamond W

Now, after you've matched the brands with the correct ranches, draw your own brand design in the box on the right. Name your imaginary ranch on the dotted line below.

My Imaginary Ranch Name.....

My Name_____ Age____

Parent's Name_____

Street_____

City_____ Zone____ State_____

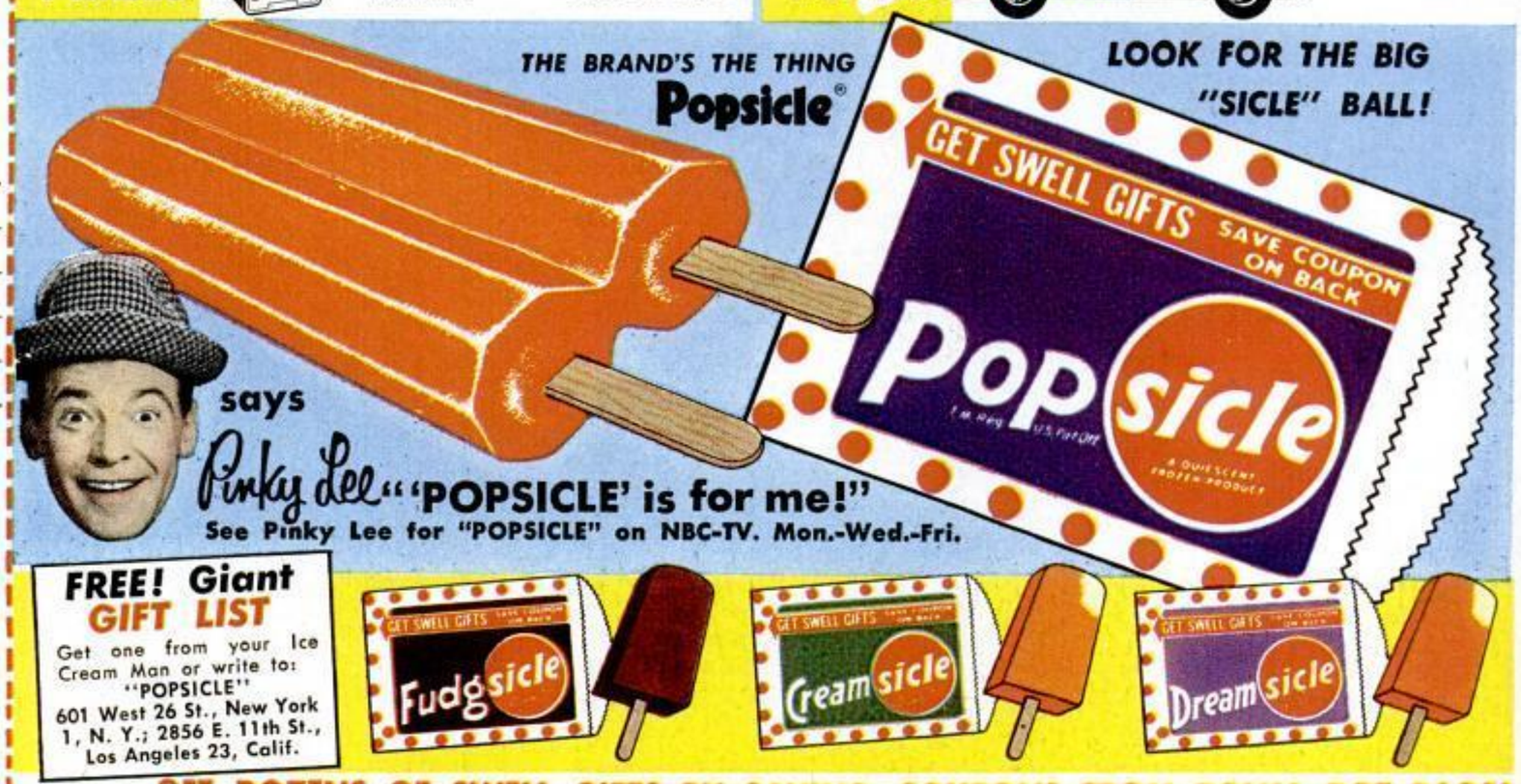
Brand of Ice Cream My Dealer Sells_____

PASTE 3 "SICLE" BALLS HERE!

When your entry is complete, mail it to: "POPSICLE," P.O. Box 123, N. Y. 46, N. Y.

THE BRAND'S THE THING Popsicle®

LOOK FOR THE BIG "SICLE" BALL!



FREE! Giant GIFT LIST

Get one from your Ice Cream Man or write to: "POPSICLE" 601 West 26 St., New York 1, N. Y.; 2856 E. 11th St., Los Angeles 23, Calif.

GET DOZENS OF SWELL GIFTS BY SAVING COUPONS FROM POLKA DOT BAGS!

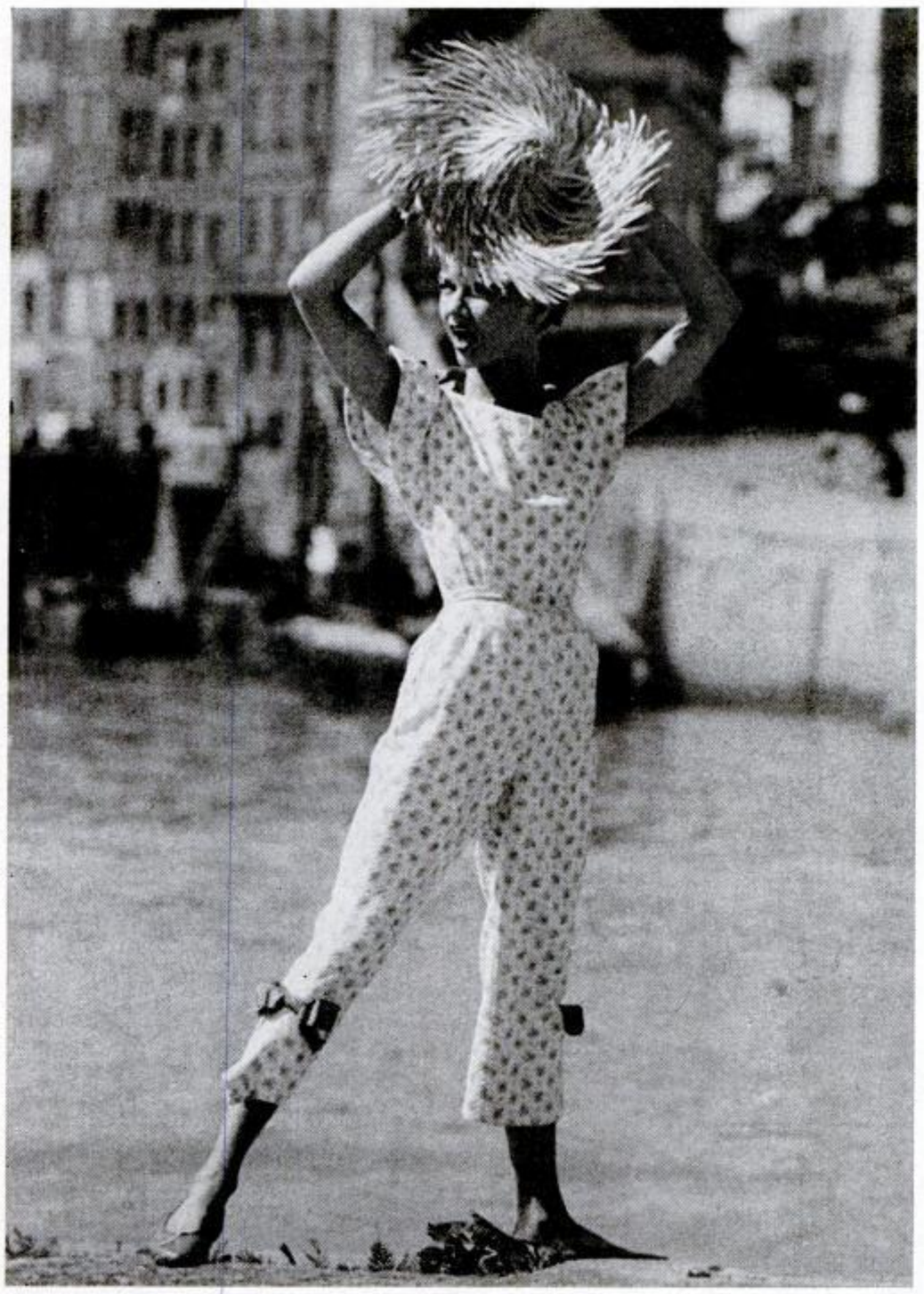
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FRENCH TURN SPORTY CONTINUED

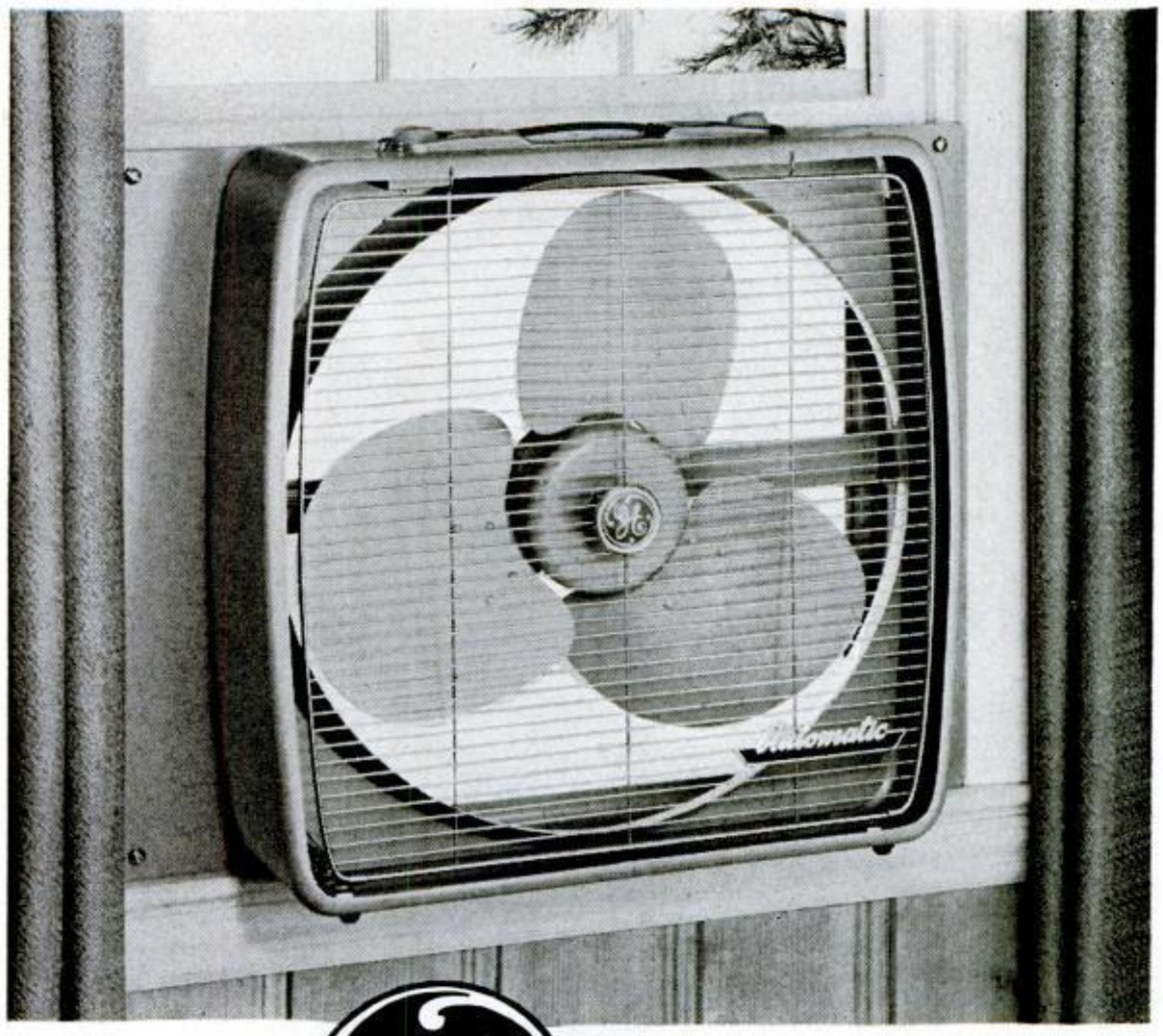


SHOULDER CAPE covers piqué shorts outfit worn with a high-crowned beach hat. Designed by Givenchy, it will be copied in U.S. by Alice Stuart.



BOWS ON LEGS trim a printed cotton slacks outfit. Its designer, Maxime de la Falaise, who was with Schiaparelli, made her own collection this year.

CONTINUED ON NEXT PAGE



New! **Automatic Window Fan Gives low-cost room cooling!**

G-E Automatic Window Fan turns itself ON and OFF as temperature rises or drops. Just set dial—fan does the rest.

Cools many rooms!

Powerful 20" blade sends air swirling through as many as *five* rooms, circulates 4,000 CFM for a more comfortable home —and with no installation charges!

Easily Reversible!

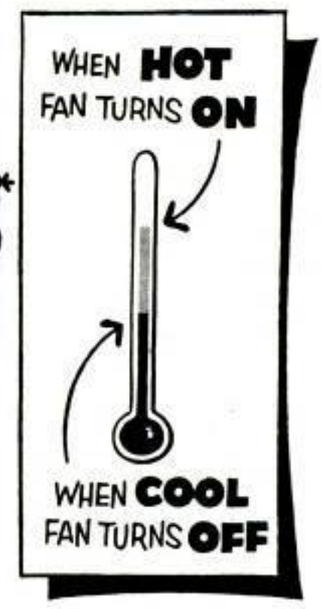
Draws cool air in—blows stuffy air out—both with maximum efficiency. Special mounting panel for easy reversing . . . fits wide or narrow windows.

G-E Fans as low as $17.95*

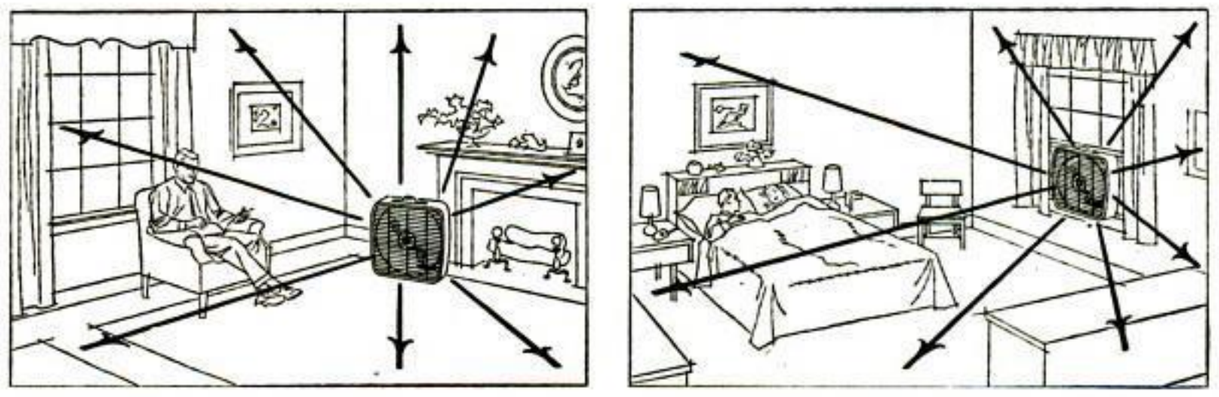
There's a G-E Fan for every cooling need —prices run as low as $17.95. G-E Fans sell out fast when it's hot . . . so buy a fan today and keep cool all summer long.

**Manufacturer's recommended retail and Fair Trade price. Automatic Blanket and Fan Dept., Small Appliance Division, General Electric Company, Bridgeport 2, Connecticut.*

only $69.95*



IT'S PORTABLE—DOES TWO COOLING JOBS!



BY DAY—A CIRCULATOR! BY NIGHT—A VENTILATOR!

Progress Is Our Most Important Product

GENERAL ELECTRIC

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IT MEANS SO MUCH MORE

TO GIVE...OR GET...A

Hamilton



The most beautiful watches in the world

are made by Hamilton.

At left: FASCINATION "D", 14K white gold, 28 diamonds, $300.00
At right: GLAMOUR "H", 14K white or yellow gold, 2 diamonds, $89.50

The Hamilton name on the dial, *and* the case back, identifies *every* genuine Lady Hamilton diamond-set watch.

GOLFERS
play at your best



*Anyone getting a "hole-in-one" playing with a Nadco is eligible to win a new Cadillac.

NADCO 88
$29.95

Other Nadco models:
$27.50, $24.95, $19.95.

NADCO rolls easy as a ball . . . features lifetime aluminum construction; quick easy folding action; perfect balance; 12-inch aluminum *anti-friction* ball bearing wheels; exclusive new golf ball handle. Individually registered in owner's name.
*See your dealer—NADCO "Hole-in-One" award.

Nadco
FOLDING GOLF CARTS

Oh **BROTHER** what a
Sensational Sewing Machine!



The Select-o-matic*
BROTHER®
AUTOMATIC ZIG-ZAG

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Before you decide on any Sewing Machine you owe it to yourself to—

Guaranteed by Good Housekeeping

COMPARE ALL 4!

1. **PRICE**—You save up to $50.00 and even more on the world-famous Brother Select-o-matic*!

2. **PERFORMANCE** — You can sew hundreds of beautiful decorative stitches . . . *absolutely automatically* . . . without attachments. Your Brother sews Zig-Zag or Straight, makes buttonholes, embroiders, monograms, darns etc. with just a flick of the amazingly simple Select-o-matic* Dial. So simple that even a child can sew with it.

3. **SIMPLICITY** — Brother does not require the use of complicated cams, rings or awkward outside attachments! You do not have to be a mechanical genius to enjoy sewing with your Brother.

4. **GUARANTEE** — Brother is sold with a Written Guarantee for a Lifetime of pleasurable sewing satisfaction. See and try it "COMPARE ALL 4" before you decide on any sewing machine!

SOLD & SERVICED FROM COAST-TO-COAST
Service Guaranteed thruout the U.S. by Authorized Dealers.

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DEALER INQUIRIES INVITED

*Trade Mark



TRIANGULAR SCALLOPS form the edge of a loose striped overblouse, worn with shiny cotton pants which are tightly wrapped around the ankle.



DIAMOND PATTERN forms harlequin print on pants in costume made, like outfit at top, by de la Falaise. Ribbon bows tie sleeveless top on shoulders.

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Your thirst can "feel" the difference!

When your thirst cries out for a soothing, cooling glass of finest beer, there's no refreshment like Schlitz! For here is a beer with a difference your taste can actually "feel" all the way down.

No harsh bitterness! No disappointing sweetness! Let your thirst "feel" the light, smooth, dry refreshment that really hits the spot. If you like beer, you'll love Schlitz . . . The Beer that Made Milwaukee Famous.

Schlitz always brews for quality . . . never for price!

Schlitz®



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To make your beach fun memorable the whole year round, put it into vivid Argus color shots!

Picture the
with an

argus C-3—Here's the world's most popular 35mm camera! It performs beautifully in color, black-and-white, and flash—either indoors or out. Its Cintar f:3.5 lens, 1/300 second shutter speed, and lens-coupled rangefinder give you a wide range of precision adjustments. Color-matic makes average settings faster than ever! Complete, with plug-in flashgun and leather case. **$66.50**

argus C-3 telephoto lens: This precision-made interchangeable lens cuts distance in half to let you take candid close-ups from far away. 100mm f:4.5 lens automatically couples to the rangefinder. Smooth helical focusing, built-in sunshade and filter holder. Lens: $49.50. Case: $4.95.

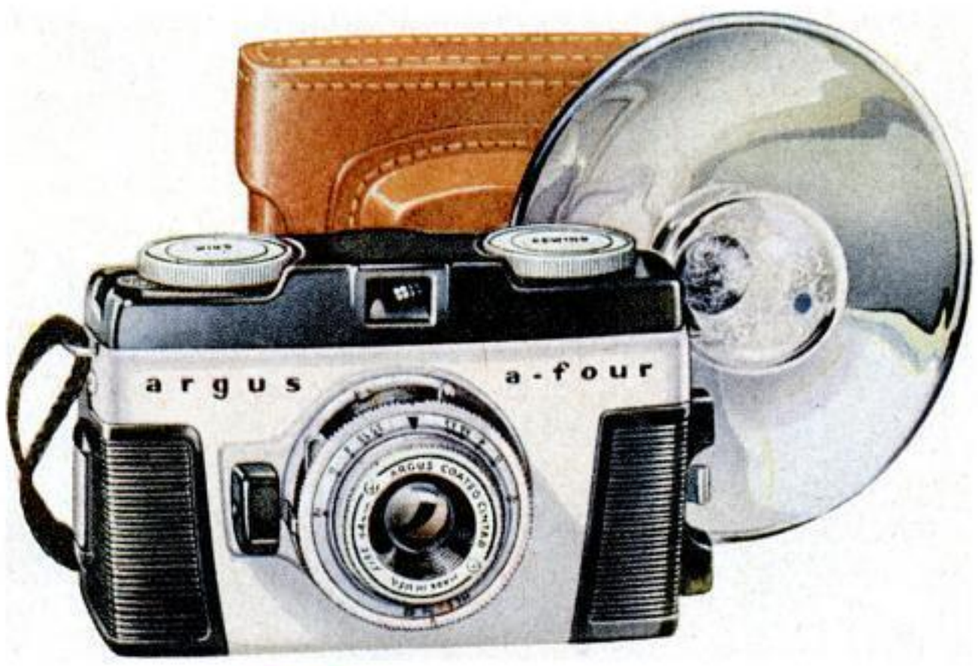
argus C-3 wide angle lens: This interchangeable lens gives you a broader, taller field of view—87% more picture! Couples to the C-3 rangefinder for automatic focus. Click stop lens settings, sunshade and filter holder. Price includes optical view-finder. Lens: $49.50. Case: $4.95.



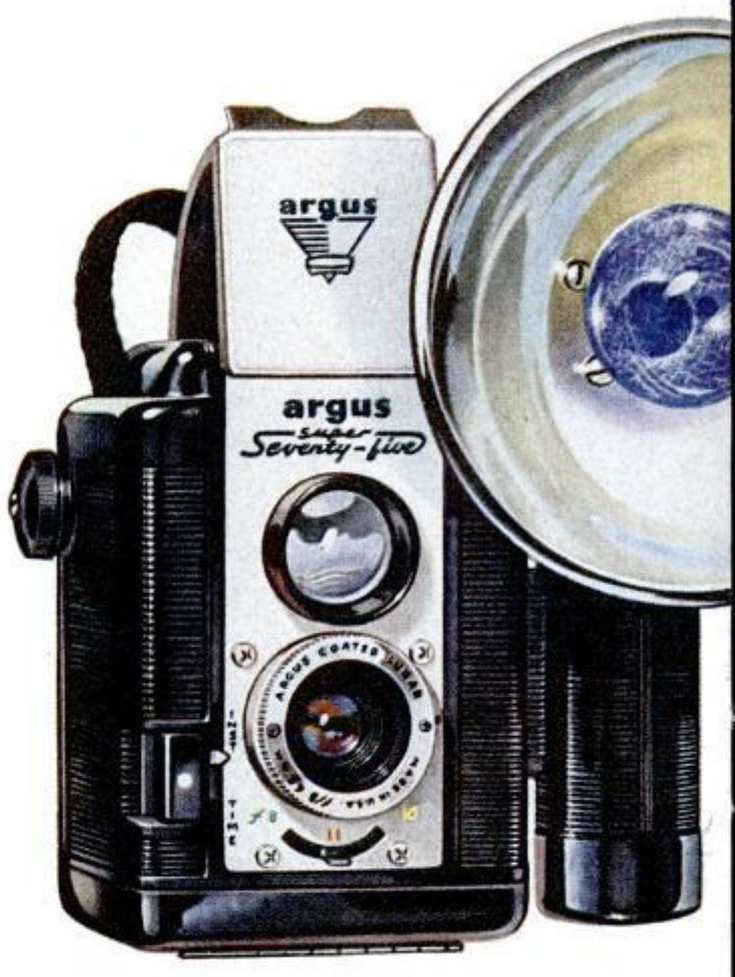
"Happy Birthdays" live forever when you put the fun into crisp, candid flash pictures.



Remember that wonderful barbecue when you had so much fun—and such good steaks? How can you forget—when you captured each happy moment in pictures?



argus A-4—This low-priced, big-value 35mm camera takes magnificent color slides. Gives you pictures in all their true natural color. Cintar f:3.5 lens is the fastest American lens in its price class. Shutter speeds up to 1/200 second, picture-window viewfinder, double-exposure preventer, and Color-matic settings for easier adjustment. *Only* **$32.50** *Case $3.65 Flash $3.80*



argus super 75—A super-easy camera to use! Exclusive Argus Color-matic for flash eliminates figuring and makes your exposures always right. Over-size viewfinder. Plug-in flashgun. (Available as complete kit, camera, case, flashgun, bulbs, batteries, film: $31.50) *Only* **$22.50** *Flash $3.80 Case $3.15*

argus

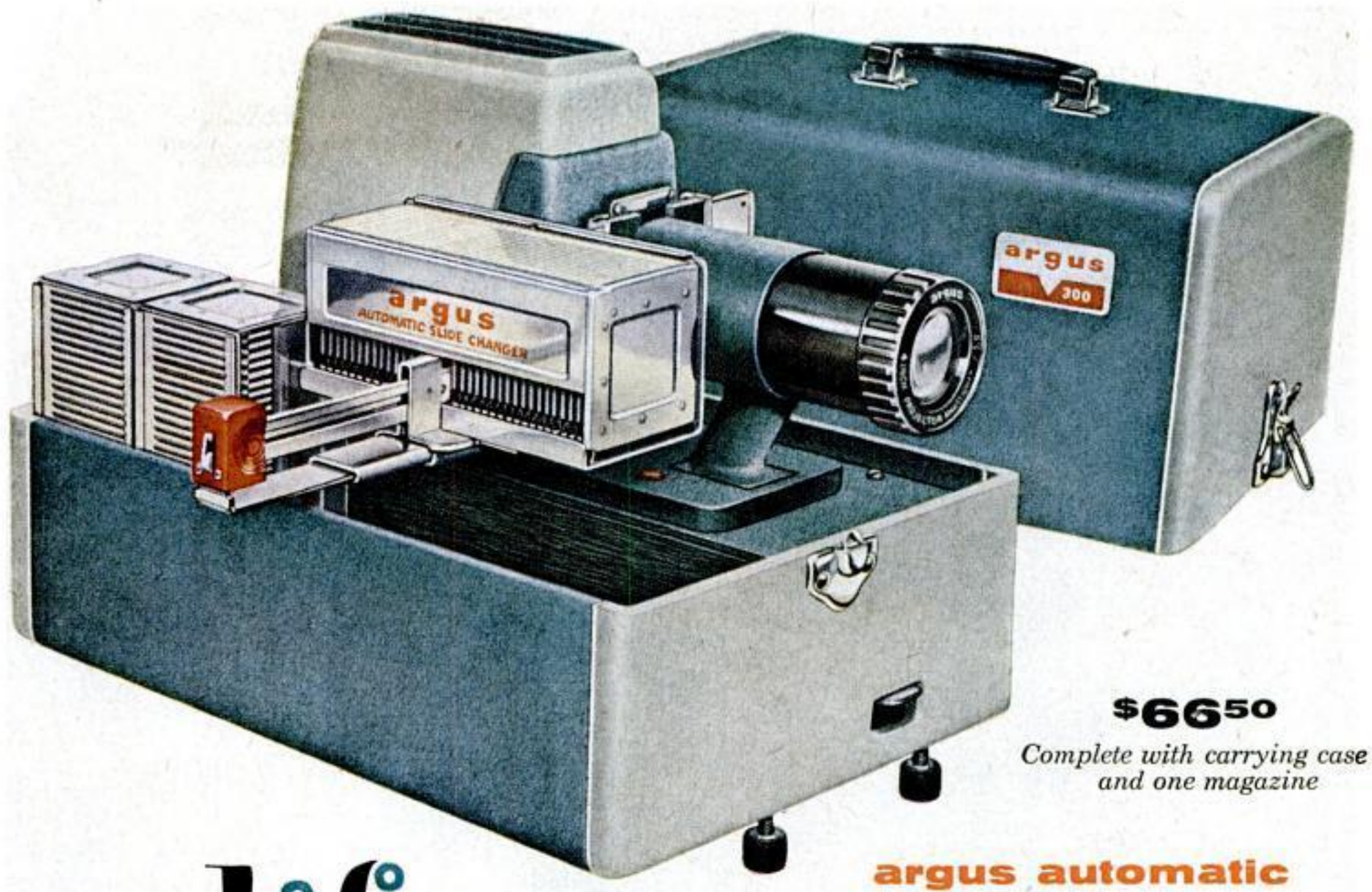
Manufacturers of precision photographic and optical instruments

Copyright 1955 Argus Cameras, Inc., Ann Arbor, Michigan. (Canadian address—Toronto 1, Ont.) All prices include federal excise tax where applicable, and are subject to change without notice.

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There's more fun in show fun when your color slides flash on the screen big as life—and just as true!



$66.50

Complete with carrying case and one magazine

fun in your life argus camera!

People who own Argus cameras seem to have more fun having fun! They enjoy having their fun in the first place; and they enjoy having it to remember forever, in pictures they can really be proud of.

And an Argus makes picture-taking so easy! Just pick a good subject and your Argus assures you of good pictures, *right from the start*—indoors or out, in color, black-and-white or flash!

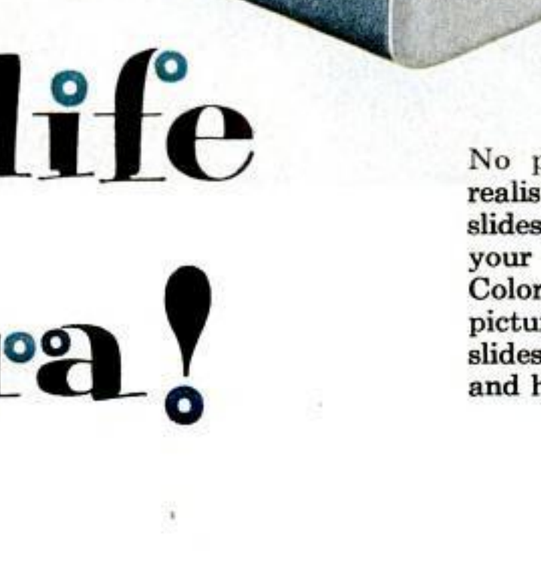
Your Argus dealer will be glad to help you select the camera that's right for you. He'll show you how simple it is to use. And, from that moment on, the fun in your life will *really* be something to picture—and always remember!



argus 75 camera kit—Here, in one compact kit, is everything you need to take beautiful pictures. It features the famous Argus 75 Camera with Lumar lens, big viewfinder, double-exposure preventer, plug-in flashgun. Takes color, black-and-white and flash. Kit includes camera, flashgun and guard, bulbs, batteries, film. *Only* **$19.95**

argus automatic 300 watt projector

No projector matches this one for vivid, true-to-life realism and ease of handling. Just slip a magazine of 36 slides into the automatic changer, then "push-pull," and your slides leap to life on the screen in perfect order. Color-corrected wide angle f:3.5 lens gives a big, brilliant picture, even in a small room. A powerful blower keeps slides cool. Complete with automatic changer, magazine, and handsome carrying case.



Snapping that big Brook Trout will prove your fish story for all time. One picture is worth a million words in a case like this!



You can add to the fun of hobbies by keeping a photographic record of your latest project.



argus C-4—America's proudest 35mm camera achievement! C-4's superb Cintar f:2.8 lens gets the picture even in dim light. Rangefinder and viewfinder are combined in one window to let you focus and compose with one adjustment. Shutter speeds range from 1/10 to 1/300 second. Flashgun locks onto camera. *Only* **$84.50**

Case $7.50 Flash $7.50

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For easy days . . .



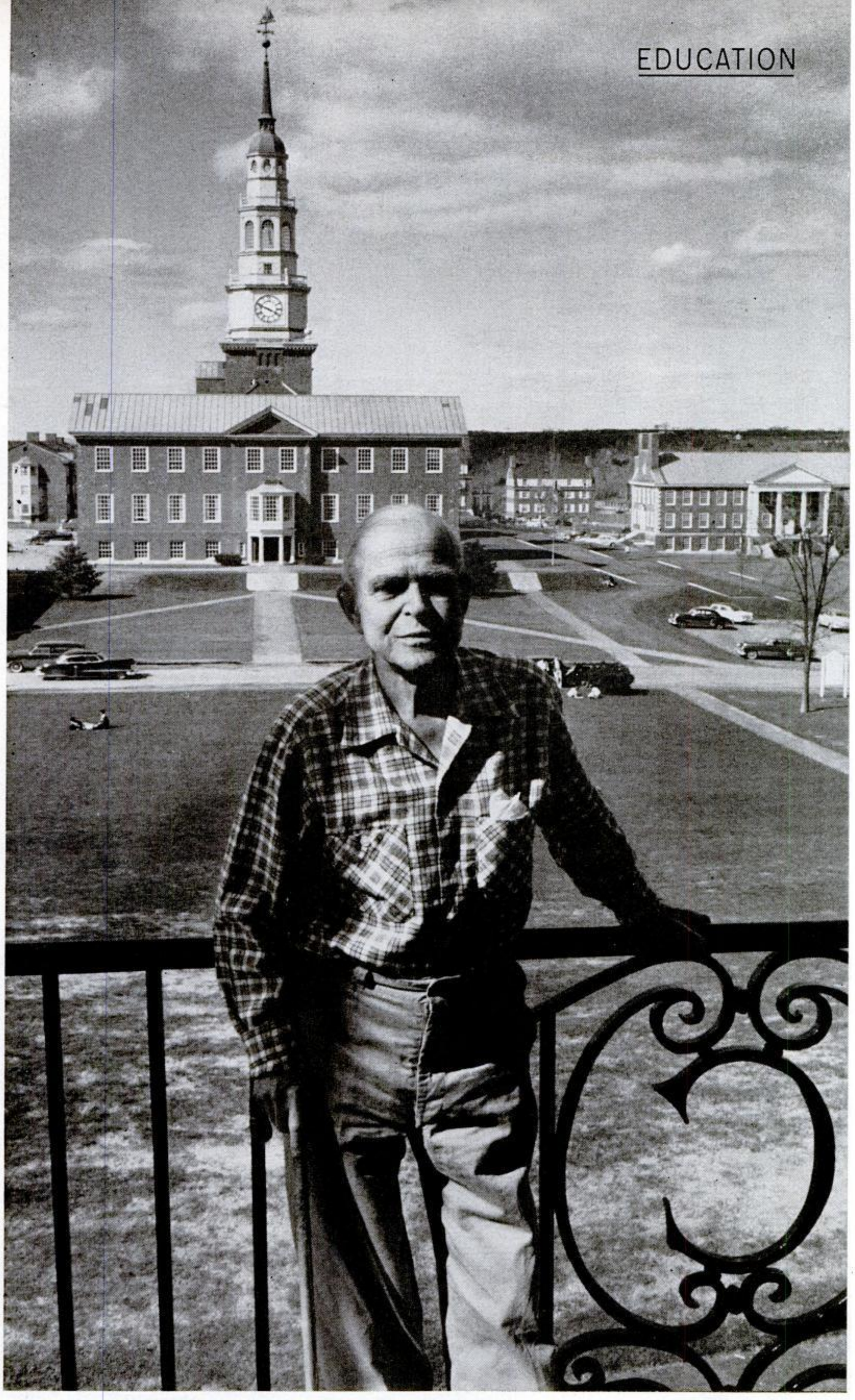
Only Minute Rice can give you perfect rice

...with no cooking! It's prepared instantly!

Just add to boiling water.

Product of
General Foods

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PAUSING ON CHAPEL STEPS, DR. JOHNSON STANDS AMID THE HANDSOME BUILDINGS HE HELPED BRING INTO BEING

Reward for a Giver

As president of Colby College in Waterville, Maine from 1929 to 1942, Franklin W. Johnson gave the driving force to a fund-raising campaign which enabled the college to abandon its outmoded old buildings in the business district and move to a brand-new $7 million campus (*above*). Later, as president emeritus, he outdid himself, giving the college $97,000 from his own "prudent" investments—an amount equal to the total salary he had received as president.

This month, celebrating the 25th anniversary of the decision to build the handsome new campus, nearly 1,000 Colby undergraduates dedicated a day-long cleanup of the 600-acre college grounds to Dr. Johnson. Appropriately for Old Yankee Johnson, now 84 years old, the gesture was as downright practical as it was movingly sentimental (*next page*).

CONTINUED ON NEXT PAGE



NON-FATTENING
LIQUID SWEETENER
SWEETA

One or two drops make iced tea or coffee delicious. Handy, squeeze-a-drop plastic bottle holds the sweetness of 432 lumps of sugar!



Look for this
SQUIBB
product at your drugstore

4 out of 5
CAVITIES
STRIKE YOUR
BACK TEETH



PROTECT your teeth by careful brushing with the brush that's bent like your dentist's mirror to reach those hard-to-get-at places.

SQUIBB ANGLE
TOOTHBRUSH
LOOK FOR IT AT YOUR DRUGSTORE

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Just Look at this "Character"



When it comes to fine Scotch Whisky, you'll appreciate the real character and quality of Black & White. They never change.

"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

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WATCHING CLEANUP, Dr. Johnson stands on the sidelines as students load truck with dead branches. The area being cleared will later be landscaped.

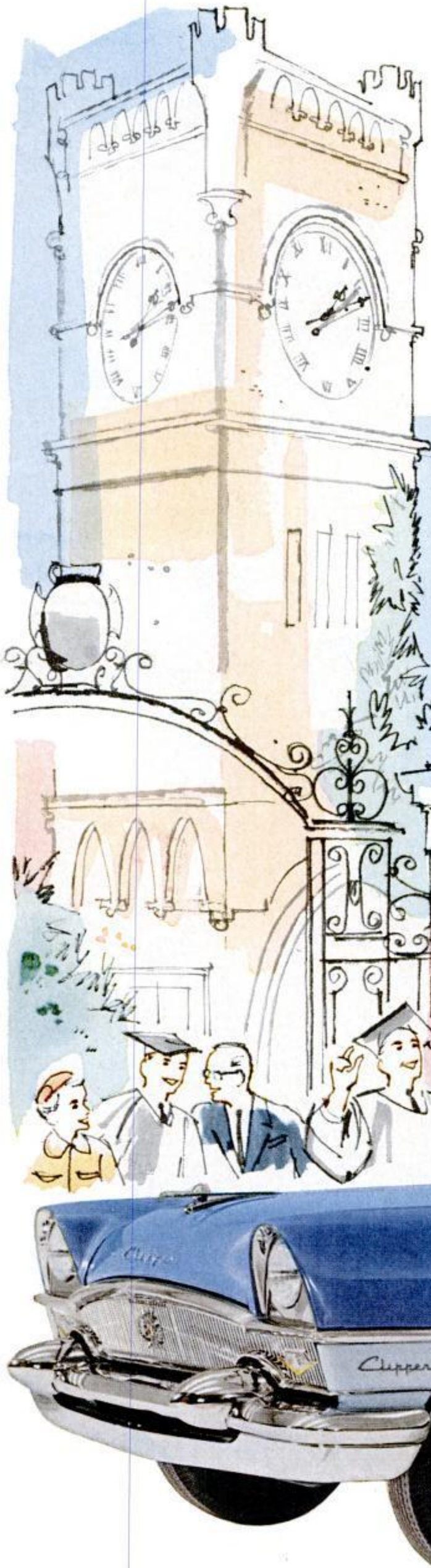


WIELDING SHOVEL to applause of students, Dr. Johnson participates in a tree-planting ceremony. He came from his home just off the campus.



SERENADING JOHNSON with a lusty rendition of *For He's a Jolly Good Fellow*, students are led by Colby's current president, J. Seelye Bixler (*right*).

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Head of its Class in Everything

QUALITY One look will convince you the 1955 Clipper stands at the head of its class. Built by Packard Craftsmen to the highest standards in the industry, here is luxury and quality at a medium price.

SIZE Nearly 18 feet of glamorous exterior styling affords more head room, shoulder room, hip room and leg room . . . more room throughout for truly regal comfort.

POWER Clipper V-8 engines deliver 245 and 225 horsepower . . . more driving force at the rear wheels, at all road speeds, than any other car in its field. And teamed with these engines is Packard's new Twin Ultramatic Transmission . . . actually two in one, to give you finger-tip choice of lightning getaway or smoothest cruising glide.

See and drive the 1955 Clipper . . . product of Packard Division, Studebaker-Packard Corporation.

Visit Your Packard Dealer . . . Take The Key and See.

CLIPPER CUSTOM
FOUR DOOR—245 H.P.

For Those Who Desire Individuality

The 1955 Clipper

Built by Packard Craftsmen

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Famous for Quality



This exquisite jade and gold box, studded with diamonds and rubies, is the work of the master craftsman Fabergé, jeweler to the Imperial Court. From the collection of A La Vieille Russie, N. Y.

TAREYTON

Gives You Much More Smoking Enjoyment



FILTER TIP SMOKERS! Tareyton is also available with the Activated Charcoal Filter—the best in filtered smoking because you get all the full-bodied taste of Tareyton's famous quality tobacco and real filtration, too!

Herbert Tareyton has everything you could ask for in a fine cigarette: a superior blend of mild, rich, wonderfully smooth tobaccos . . . king size for an extra measure of good smoking . . . a genuine cork tip that doesn't stick to your lips.

Try Tareyton today . . . and prove to yourself why Tareyton has a time-honored reputation for quality, why Tareyton always makes good its promise of much more smoking enjoyment.

HERBERT TAREYTON. PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

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SUMMER BACHELOR Tom Ewell plays a worried New Yorker who falls for the pretty girl upstairs.

A GAY WITCH FOR 'ITCH'

Film gives a reassuring answer to big question about Marilyn

The important thing about the movie *The Seven Year Itch* is that it answers the burning question, can Marilyn Monroe also act?

It is also true, of course, that the Fox film version of the stage hit establishes carp-faced Tom Ewell firmly as one of Hollywood's top comics. It is further true that the original George Axelrod plot—about a summertime New Yorker who sends his family to the country and then discovers the pretty girl upstairs—is immeasurably helped by some cool Cinemascopic dreams (*pp. 88, 90*) that let the plot take wing from the hot Manhattan apartment of the Broadway version (LIFE, Dec. 8, 1952). It is, finally, true that Director Billy Wilder's *Itch* is an adult, uproarious farce—though it might be even funnier with a little judicious cutting.

But to get back to the important matter: has Marilyn, in a slapstick but sophisticated role, really arrived as a comedienne? Well, she has.



SUMMER SIREN Marilyn Monroe is decked in a vamp costume for one of dream sequences in *Itch*.

CONTINUED ON NEXT PAGE

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FOR HOT WEATHER

New greaseless anti-perspirant that lets your skin "breathe"

EXTRA-EFFECTIVE
REFRESHING
GOES ON DRY!

- Underarms are absolutely dry in seconds—*stay* dry!
- Stops perspiration odor
- Unique new formula contains no acid—nothing to stop skin's natural "breathing"
- Cooling—glides over skin!

It's this summer's sensation! New Fresh Stick Deodorant! Goes on dry—without a trace of greasiness . . . without a drop of moisture. Non-acid! Contains nothing to stop skin's natural "breathing."

Yet Fresh Stick is extra-effective. It won't wear off when you bake on the beach—under the hottest summer sun.

You're protected—all day—even when the mercury soars to 90°. No danger of offending even after hours in swimming.

Refreshing! Cooling!

Fresh Stick feels refreshing as a morning shower . . . and leaves skin invigorated.

No greasy fingers!
No messy drip!
Glides on—smooth as silk.



Unique plastic push-up tube holds stick. Your fingers never touch it. Fresh Stick is so neat—why bother with messy liquids or creams!

Fresh Stick has a light, clear fragrance, too. A clean—fresh bouquet.

No heavy masking perfume! No strong odor to linger about you!

Think of it! Extra-effective protection against underarm moisture and odor—without any deodorant unpleasantness.

"Won't spill or leak—ideal for travel,"

say vacationers everywhere.



"The perfect size to tuck in my toilet kit. No messiness when you use Fresh Stick," says Mrs. D. C. Bartindale, New York.



"Fresh Stick protects me all through my busy tourist days—no matter how hot or rushed I am," says Miss Shirley Morningstar, Mich.



"The air-traveler's dream," says Miss Jeanne Smith, Mississippi. *"Won't leak. Fresh Stick goes on dry. So speedy. So easy to use."*

No other deodorant stick like it! Fresh Stick is the first and only full-strength anti-perspirant stick that contains:

No messy greasiness
No corrosive acid salts (that ruin clothes)
Nothing to interfere with skin's natural "breathing"

NEW *Fresh* STICK

Use Fresh Stick every day—only 69¢ plus tax.

Fresh is a registered trademark of Pharma-Craft Corporation. Also distributed in Canada.





LUCKY PLUMBER (Victor Moore) in one of Ewell's daydreams extricates Marilyn's big toe from the faucet where she caught it trying to stop a drip.



THE GREAT LOVER, Tom Ewell, dreams he has enticed Miss Monroe, now a sophisticated seductress, downstairs by playing longhair music on the piano.



HELPLESS INVALID, Ewell in another dream demonstrates his fatal fascination for women, this time a hapless night nurse who loves him desperately.

CONTINUED ON PAGE 90

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Watch Schick's famous Cheek-to-Cheek Test every week on the Jackie Gleason TV Show. It shows why more men use Schick Electric Shavers than any other make.

Cheek-to-Cheek Test proves nothing shaves you closer than a SCHICK ELECTRIC SHAVER

ONLY SCHICK HAS THE BIG 3 CLOSE-SHAVE FEATURES

We figure it this way: you want your shaves as close as your skin—but as easy as wishing. Yet each one of your whiskers grows in a valley of skin—and that makes a close-but-comfortable shave impossible for anything but a Custom Schick Electric Shaver.

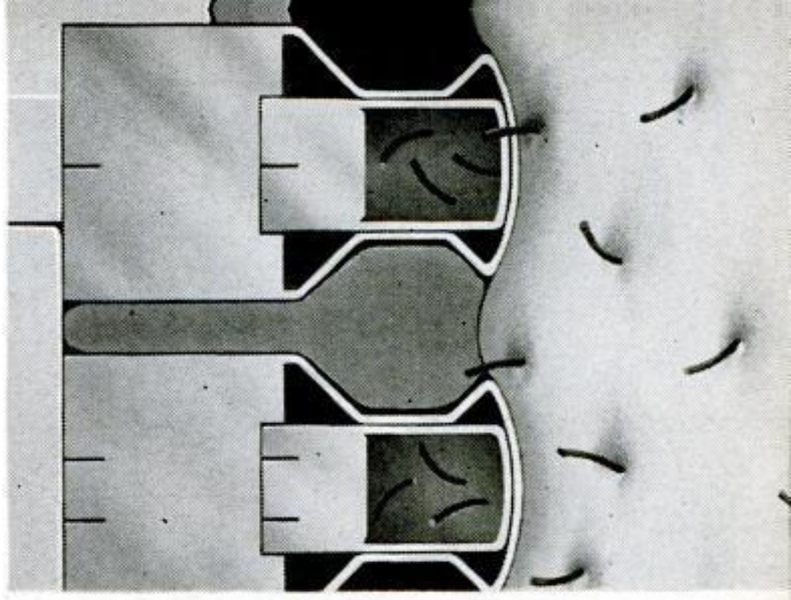
Even on your first shave you'll be amazed how close you get as Schick's Big 3 close-shave features go into action: 1. CURVED HEADS press the skin down around each whisker; 2. COMB EDGES guide your whiskers into place; 3. SUPER-HONED HEADS shave skin-close . . . without irritation, even if your beard is tough and your skin is tender.

Prove it by making the Cheek-to-Cheek Test. Your girl moves her cheek against the grain—and she feels nothing but the smoothest skin since you were a beardless boy.

14-DAY FREE HOME TRIAL. Ask any Schick dealer—or Schick Shaver Shop (located in principal cities)—about the 14-day free home trial. Shave with the new Custom Schick for 14 days. If you don't agree that Schick shaves closer than *anything*—you get your money back in full.

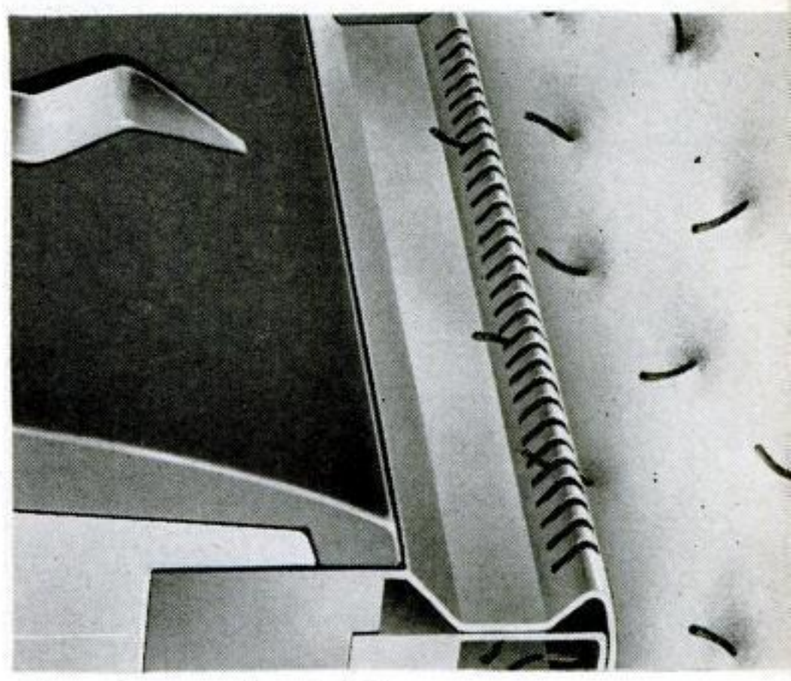
SCHICK OFFERS $5.00 ON YOUR OLD ELECTRIC SHAVER—any make, any condition. Your dealer will allow a $5.00 trade-in for the new Custom Schick. 14-Day free home trial still applies. Schick Incorporated, Lancaster, Pa.

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE



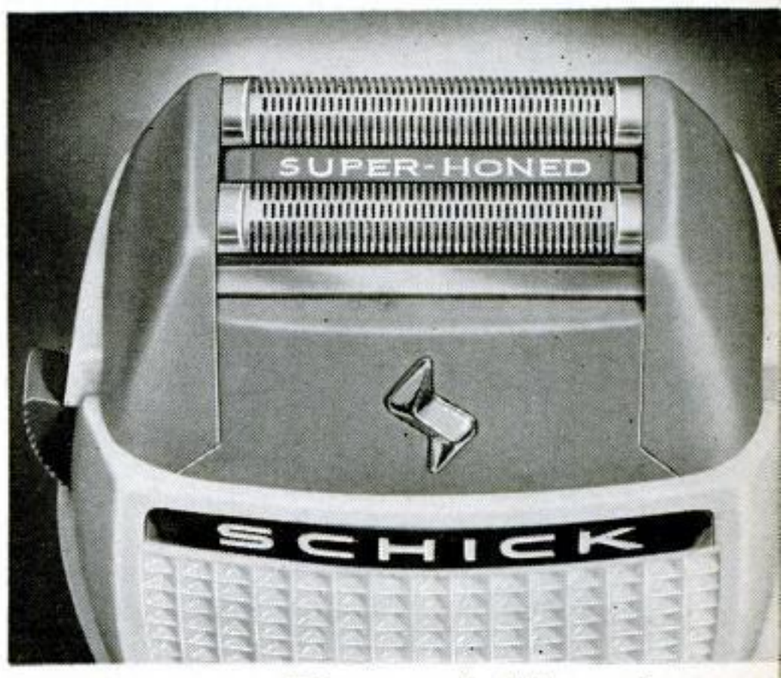
1. Curved Heads

(shown with Whisk-It open) flatten down little mountains of skin around each whisker . . . get right down to the base of each and every one.



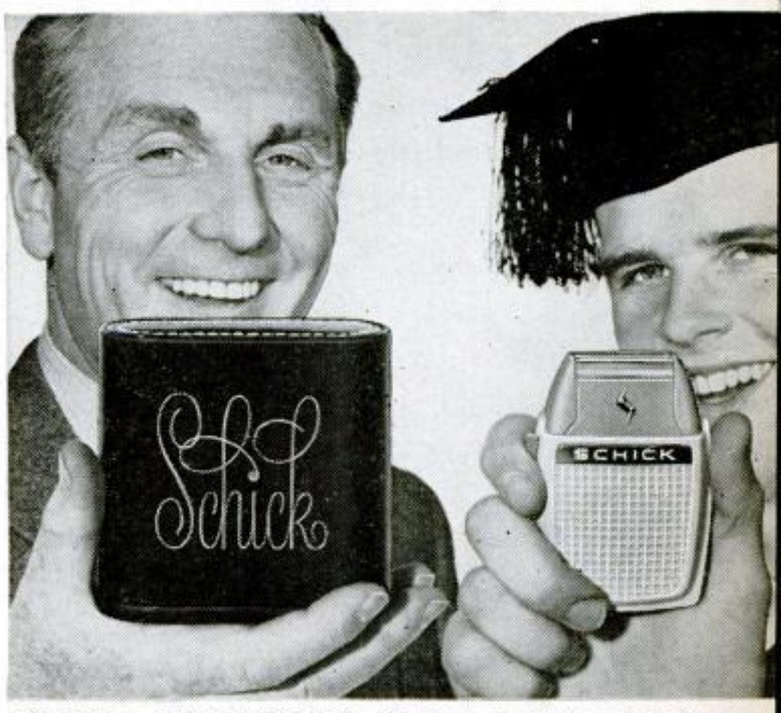
2. Comb Edges

then guide your whiskers into place no matter which way they grow—set them up for a clean, close shave by the Super-honed shaving heads.



3. Super-Honed Heads

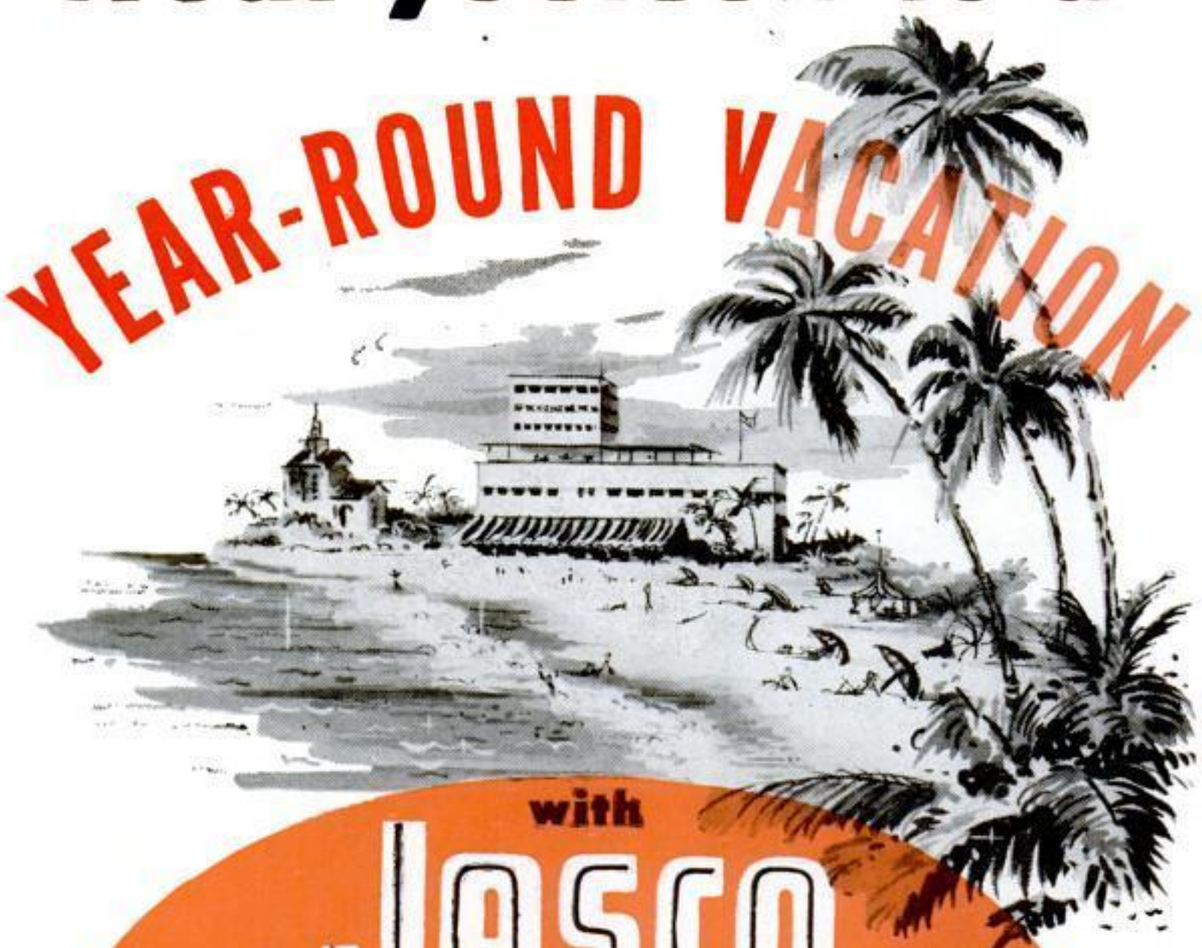
then shave every whisker—*skin-close*. Inner and outer heads are precision-honed to a sharpness far beyond any other shaver.



NO FINER GIFT FOR GRAD OR DAD THAN A SCHICK
New Custom Schick with handsome saddle-stitched Caddie Case is only $28.75. And the 14-Day Free Home Trial doesn't start until you present him with his Schick. ($5.00 Trade-in still applies.) Schick "20"—$26.50.

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Treat yourself to a YEAR-ROUND VACATION



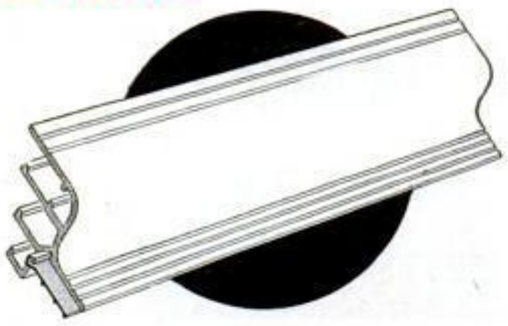
with JASCO Swivel Action COMBINATION WINDOWS



Take it easy! Enjoy more leisure time! Live in an ideal indoor climate all the year-round . . . with JASCO aluminum combination windows on your home. They're the windows whose advanced design and air-tight step construction protect your family from wintry chills and drafts . . . yet insulate your home against summer's torrid heat. They're the only windows with wonderful Swivel Action*, that allows the panels to slide down and swing into the room for easier cleaning – without removing from the frame. Self-storing JASCO windows never need painting or extra care; their exclusive vinyl plastic weatherstripping will never rot, crack or wash away like ordinary caulking. There are *so many* reasons why you should treat yourself and your family to JASCO windows. When you're "window shopping", remember the name JASCO...it's your assurance of the very finest.

ELIMINATES OLD-FASHIONED TROUBLESOME CAULKING

EXCLUSIVE vinyl plastic weatherstripping vacuum seals window against air and moisture *forever*



NEW JASCO JALOUSIE DOOR

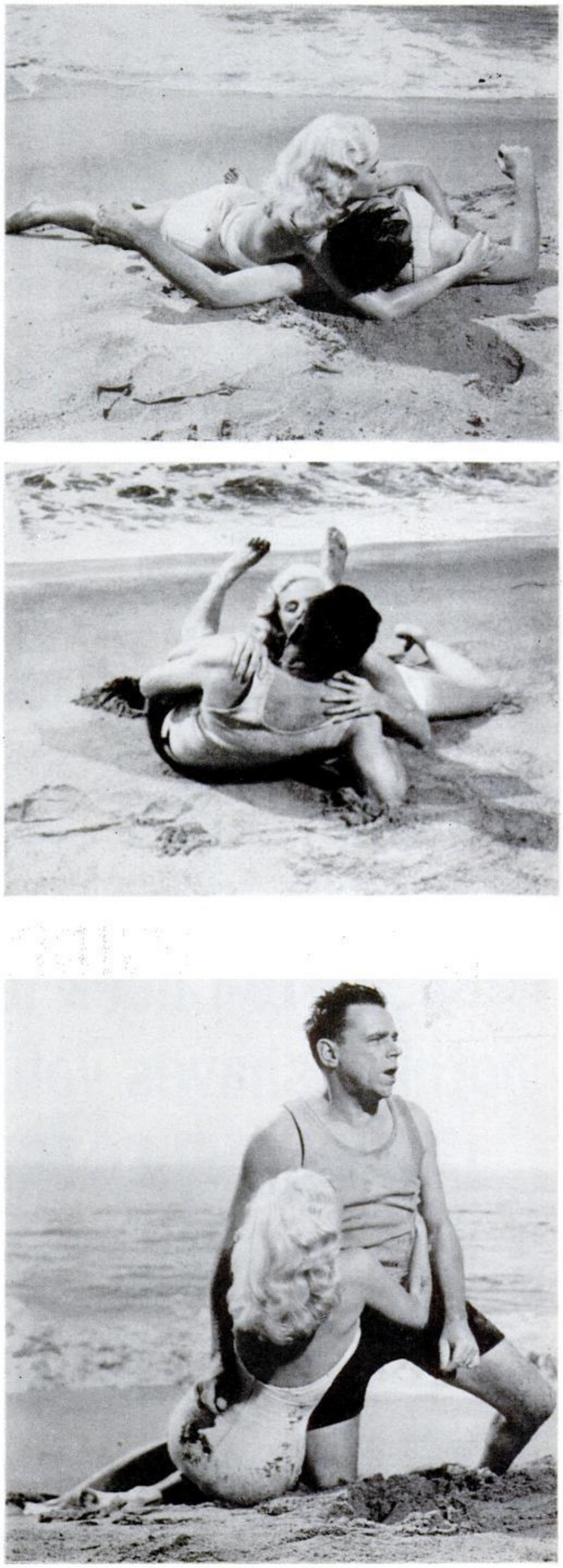
Enjoy controlled ventilation or seal-tight weather protection with this smart new louvered door! Completely weatherstripped with lifetime vinyl plastic, the plate glass louvres lock in any desired position. A storm and screen door that truly beautifies any type of entrance. See it today.

WRITE FOR NAME OF YOUR LOCAL DISTRIBUTOR.

*pat. pend.

JASCO ALUMINUM PRODUCTS CORP. (Dept. L) • New Hyde Park, L. I., New York

FROM 'ITCH' TO ETERNITY . . .



STILL DREAMING, summer bachelor Tom Ewell fights off another adoring blonde (TV's Roxanne) in spoof on the famous *From Here to Eternity* scene.

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Under the Orange Roof



What's your favorite? It's on the menu

at **HOWARD JOHNSON'S**

Restaurants • Ice Cream • Candies



On all important highways

"LANDMARK FOR HUNGRY AMERICANS"

Ready for a sizzling plate of Tendersweet Fried Clams? In the mood for chicken? For a juicy cut of roast beef? Feast yourself under the orange roof. Or must you eat and run? Then try a Frankfort, simmering in sweet butter and nestled in a hot, hot roll. 28 flavors of ice cream, too! Come to friendly, courteous Howard Johnson's tonight.

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Facts about cigarette smoking

It would take many a volume to hold all that has been written on this subject. The flow has been endless because the subject seems to be endlessly interesting to people. But out of all this conjecture and opinion several *facts* clearly emerge. *Facts* . . . not suppositions. *Facts* . . . not theories. *Facts* . . . clear and indisputable.

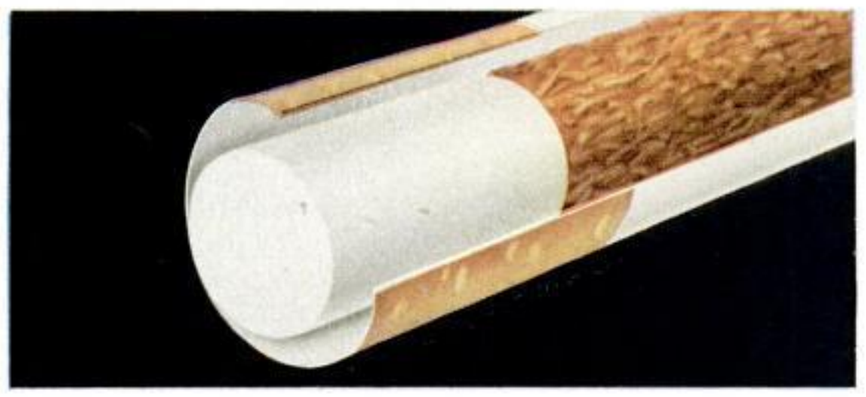
1. For centuries fine tobacco has given solace and pleasure and relaxation to man. Some inner need, especially in times of tension and turmoil, seeks such comfort. And tobacco offers it unstintingly . . . to all men at all times in all places.

2. Modern man—by a big majority—prefers to smoke his tobaccos in a cigarette. And now a notable improvement has been made in the cigarette itself—an improvement which has influenced smokers by the millions. *The filtered cigarette.*

3. Pioneer in filtered cigarettes was Viceroy. Over twenty-one years of research went into the development of its exclusive filter tip . . . a tip now containing 20,000 tiny filter traps to filter the smoke over and over again for maximum filtration . . . an easy-drawing tip that lets the full, rich taste of Viceroy's fine tobaccos come through to you in every puff.

4. To filtered smoking, Viceroy brings pleasures never before found in a cigarette. A *flavor* much better than cigarettes without filters. The *satisfaction* of filtered smoke at its best! And for only a penny or two more than unfiltered brands.

Small wonder Viceroy has become the largest-selling filter tip cigarette in the world!





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Royal Pose for the Fishmongers

In spite of a plenitude of royal photographs, the art of royal portraiture runs no risk of dying out in Britain. Regiments, guilds, clubs seem ready to keep painters painting and the queen posing for years to come. Latest and handsomest of Elizabeth's portraits is by Italian Pietro Annigoni.

Commissioned by the Worshipful Company of Fishmongers, the guild that oversees the fish trade in London, Annigoni set up his studio in Buckingham Palace. Off and on during the winter the queen appeared 16 times to pose. Between sittings, Annigoni worked from sketches and the queen's own robes of the Order of the Garter draped on a model. Recently he unveiled his work, a majestic image of the queen against a landscape near Windsor Castle. At bottom left, as a bow to the fishmongers and a kind of signature, he painted himself fishing in a boat.

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He left us a heritage, in our hands...

AMERICA, in its youth, was a nation of craftsmen. Months away from Europe by boat, with little to exchange for Europe's goods, Americans turned of necessity to their own skill and ingenuity for the things they needed.

Many gained fame for the excellence of their designs, the sure painstaking quality of their workmanship. Silver by Revere . . . glass by Stiegel and the folks at Sandwich . . . furniture by Phyfe and Hitchcock. But in addition to the names we know, there were hundreds of others—largely self-taught, non-professionals—who designed and built homes that have never been surpassed for simple beauty . . . rifles which shot straighter than any others in the world . . . great, lovely sailing ships that could show their sterns to everything on the seas.

Perhaps it was the clean, fresh beauty of the land itself that gave such beauty to their designs. And it was probably the strength and honesty of a new freedom for man that helped put such strength and honesty into their workmanship.

But then steam and electric power turned Americans to mass production and complex machines. And everyone said, "We are losing the skill of working with our hands . . . we'll never do things for ourselves any more." But like many prophecies . . . that one, too, was wrong.

For the machines brought leisure time, and people saw things they'd like to make better and more attractive about their homes . . . and they discovered their hands, and abilities they never realized they had. And so the spirit of the early American craftsman is again abroad in the land . . . guiding a plane along a piece of white pine, keeping a saw straight in its path through a 2 x 4, smoothing the way of a paint brush along a nursery wall. We call it "Do-it-yourself," and we think of it as new. It's not. It's a throwback to another day . . . a heritage passed down to us from earlier self-taught Americans who wouldn't be denied what they wanted either, and set out to "*do it themselves*"!

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

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SEQUEL



AT FIRST MEETING at Elbe, Polowsky stood in jeep and Goloborodko leaned on it (*right*). Picture was taken by a Russian, given to Polowsky in Moscow.

THIS TIME—MOSCOW

On April 25, 1945 Pfc. Joseph Polowsky of the U.S. 69th Division and Lieut. Georgi Goloborodko of the First Ukrainian Army met at the Elbe River in Germany when the Americans and Russians first linked up. This month Polowsky and eight other American Elbe veterans were invited by the U.S.S.R. to link up again with their Russian counterparts in Moscow. The U.S. veterans were treated to five days of lavish coexistence, topped by a three-hour feast where Polowsky, now with a Chicago publishing firm, saw his old friend Goloborodko, now a mechanic in a Ukraine tractor factory. Then everyone fell to—drinking vodka, eating caviar, talking peace hopes and listening to a Russian band play *I Found a Million-Dollar Baby in a Five-and-Ten-Cent Store.*



AT REUNION 10 years later, ex-Pfc. Polowsky thanks the Russians for inviting them. He was shocked at the way Goloborodko (in striped tie) had aged.



"Time for a lemonade lift!"

Refreshing! Lemonade's the beverage that picks you up... without letting you down! That quenches thirst like nothing else! It's ready in seconds with Frozen Lemonade from sunny California. Just open can...add water, ice. Nice mixed with ginger ale or soda!

Tangy! Frozen Lemonade with CALIFORNIA on the can contains the sweetened, fresh-frozen juice of the finest lemons that grow ... **California lemons.** So look for CALIFORNIA when you buy!

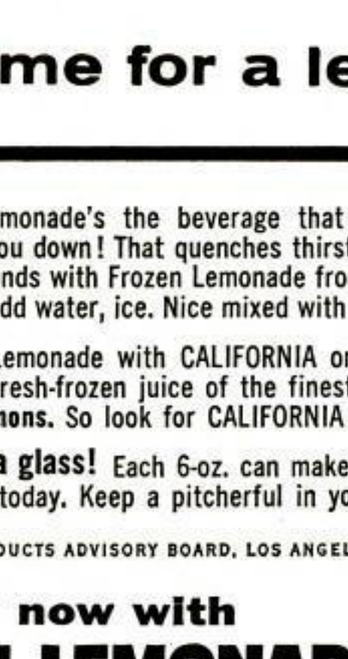
Costs only 3¢ a glass! Each 6-oz. can makes a full quart. Pick up several cans today. Keep a pitcherful in your refrigerator.

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA

The finest brands of FROZEN concentrate for LEMONADE are packed in sunny California where the best lemons grow!

Look for CALIFORNIA on the can!

so easy now with **FROZEN LEMONADE** from sunny California



Footlets TRADE MARK

BARE LEGGED NECESSITIES!

FOOTLETS are designed to really fit fashion shoes and—Milady!—they are just wonderful for every occasion.

FOOTLETS are available in sheerest runproof tricot nylon—newest Helanca s-t-r-e-t-c-h nylon and each pair can provide the blessed bonus of girdle-free comfort.

So—go happy, go bare-legged in FOOTLETS—Dame Fashion lauds lovely bare legs and FOOTLETS pampers every single toe.



*Power Grip — stay up heels delicately padded — newly available.

J. W. LANDENBERGER & CO.
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Footlets are available in fine lisle too.

NEW Switch Spout...

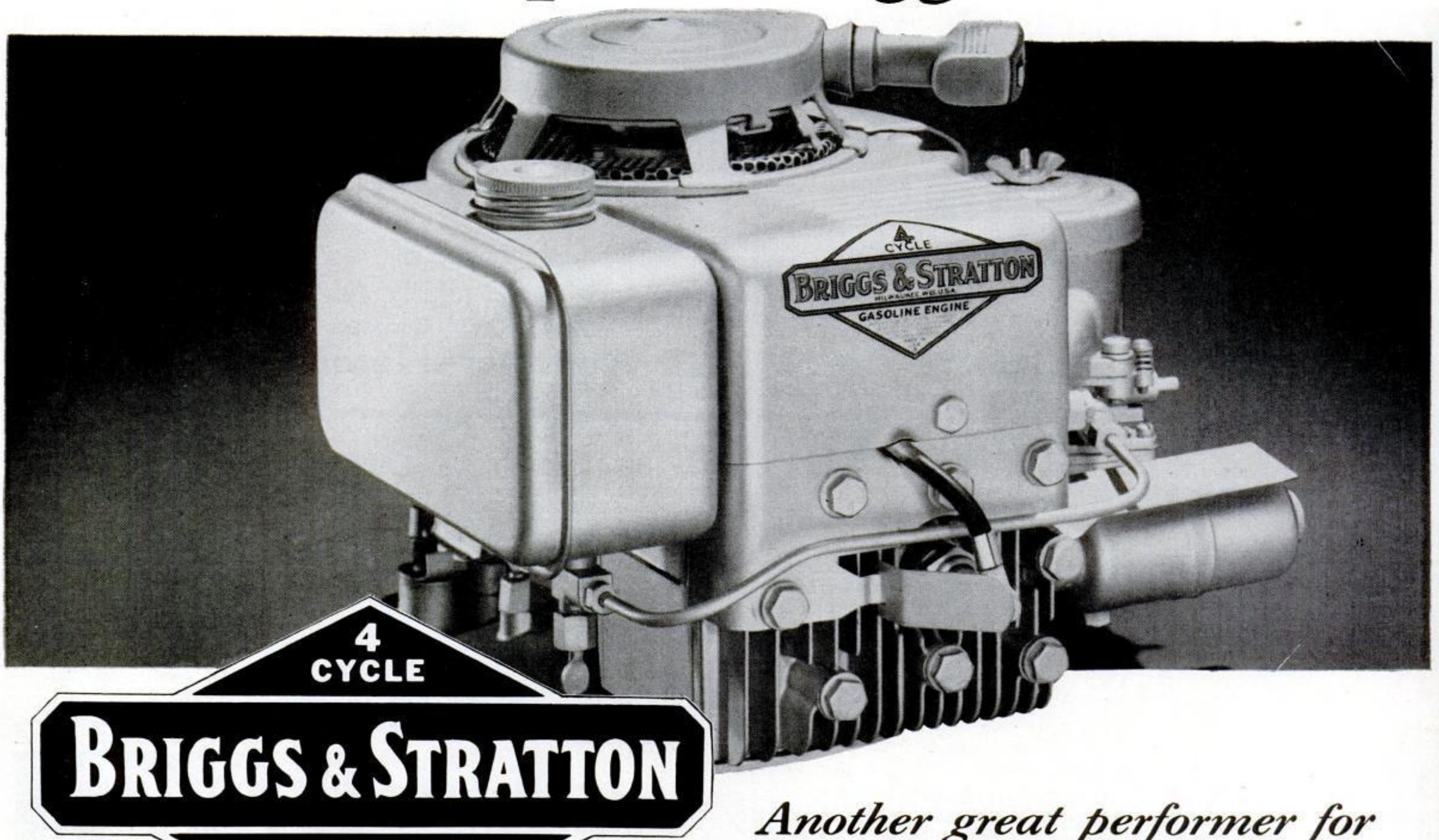
Makes lighter filling faster...easier! RONSONOL...the cleaner burning longer lasting lighter fuel!



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New lightweight engines
...*proved rugged in action*



4 CYCLE
BRIGGS & STRATTON
GASOLINE ENGINES

Another great performer for you...another reason why engines bearing this trademark are...

No. 1 in the world

Now! Air-Age Engineering

. . . yours from the makers of the world's *best-selling*, single-cylinder, 4-cycle, air-cooled engines.

Over 1,000,000 of these new lightweight Briggs & Stratton engines have already been produced for rotary lawnmowers alone . . . *proof of acceptance* for this aviation-inspired design. Soon, *Air-Age* engineered models will also be available to power other equipment for home, farm and industry. You get great new features — plus all the time-proved advantages that have made Briggs & Stratton engines *No. 1 in the world.*



We shaved dead weight
Even better power-to-weight ratio. You get more horsepower per pound . . . easier handling, greater efficiency.



Long-life durability
Proven aluminum alloys, creative engineering, precision manufacture produce lightweight engines that thrive on tough going.



Quicker, easier starts
The famous Briggs & Stratton 4-cycle design and ignition system give you split-second starting . . . reliable performance.

New Plant Facilities

. . . Nearly half a million square feet of new floor space devoted exclusively to the production of these lightweight engines. This additional factory is part of Briggs & Stratton's constant effort to meet the huge demand from people everywhere who say: "I WANT TO BE SURE IT'S POWERED BY A BRIGGS & STRATTON ENGINE!"

Briggs & Stratton Corp.

4 CYCLE
BRIGGS & STRATTON
GASOLINE ENGINES

Milwaukee 1, Wisconsin

WHEREVER YOU LIVE, AUTHORIZED BRIGGS & STRATTON ENGINE SERVICE IS NEARBY

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Spring on a Farm



LOLLING BAREBACK ABOARD HIS PONY, BEAUTY, TOMMY PEARSON HOLDS PETE, ONE OF THE FARM'S TWO YOUNG BEAGLES

Under a warming sun, the growing season's work begins

Spring is a time to pause and watch a world's awakening, and nowhere does the waking wear as many faces as on a farm. For a small farm boy, spring is a time to stretch out lazily in the afternoon sun, even in the most improbable of places. For his pet beagle, it is a time to look off toward the fields where the rabbits are now beginning to run. For his pony and for the many other animals on the farm, spring is the time to bring forth young and to nibble on the juicy grass, yellow-green with newness. And for the father of this particular pony-back boy, it is a time when the quickening season must be matched continually step by step.

Berkeley Pearson, a laconic Virginian, cultivates 400 acres in the beautiful Middletown Valley of Maryland, constantly watches the sky and the soil which are his calendar and his clock. He checks the pregnant cows, the erosion terraces, the water in his pond and the eggs under his goose. Always his hands are fingering the soil, waiting for "good sproutin' weather." When the right weather comes, Pearson, his elder son Joe and the hired man toil until well after dinner, plowing and disking the ground for spring oats and corn and looking for the respite that will let them get in the family garden before May is too far along.

For Mrs. Pearson, spring brings a different set of chores —feeding 150 baby pullets, 50 laying hens and the newly hatched clutch of Muscovy ducklings. She is a capable woman—her husband says she "knows pretty near more about calving than a vet, indeed so." For 17-year-old Margaret (*p. 102*), spring this year has a meaning all its own.

Photographed for LIFE by EDWARD CLARK

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Everyone finds something to do



SURVEYING THE FARM, Berkeley Pearson, with favorite dog, Nick, looks down from a hill. At center is storage barn for young stock, at right dairy barn. He does not own farm but works it as tenant.



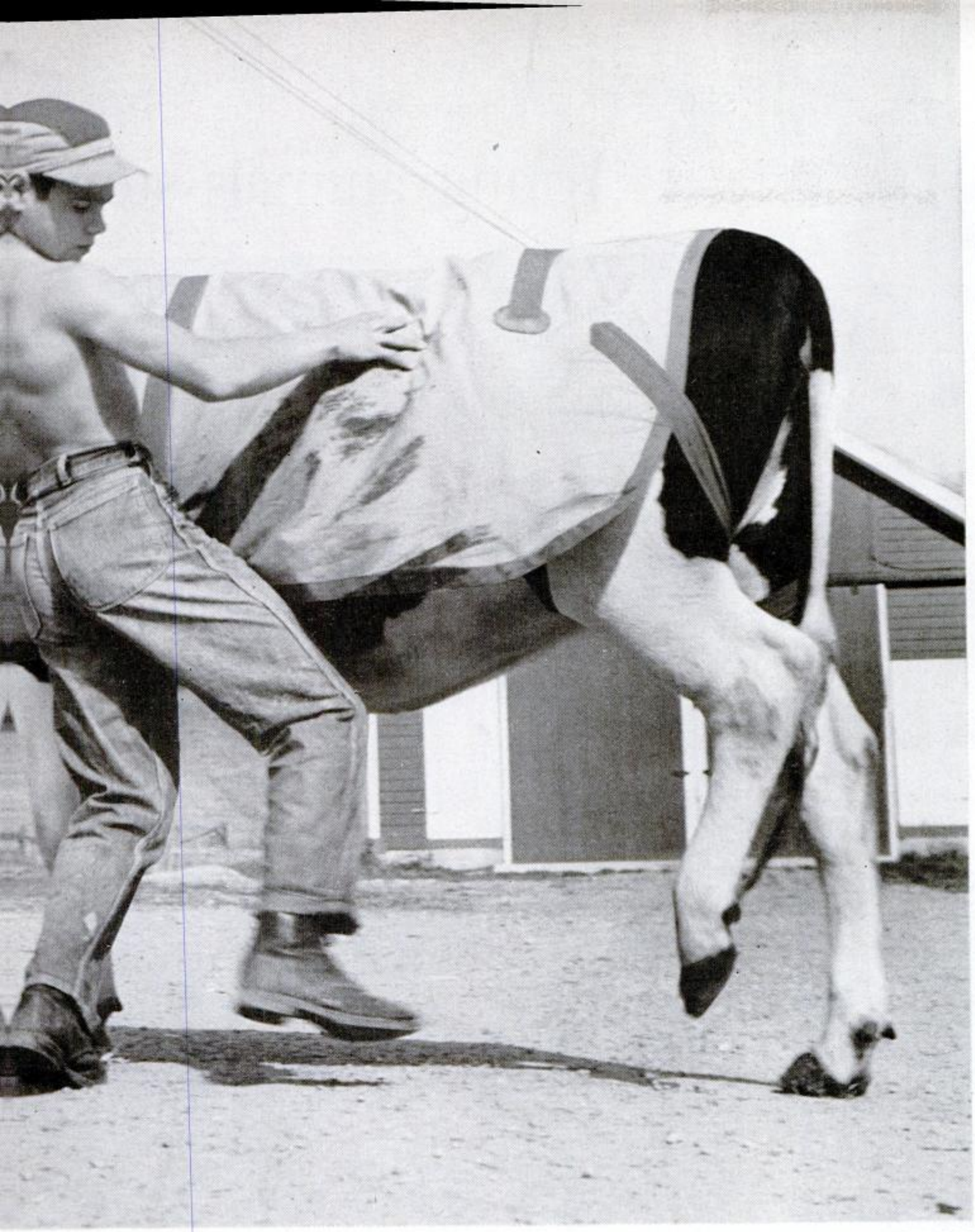
CHECKING GARDEN STRIP plowed earlier in the spring, Pearson decides rain settled it too much, that it needs reworking. For family use he cultivates half an acre in beets, carrots, onions, peas and corn.



LEADING OUT HIS PRIZE HEIFER, 15-YEAR-OLD JOE

IN THE NOONDAY SUN MRS. PEARSON HANGS OUT





PEARSON TEACHES HER TO ASSUME PROPER STANCE FOR AN APPROACHING 4-H SHOW NEAR BALTIMORE

THE WASH. SHE WASHES TWICE A WEEK FOR FIVE PEOPLE AND EACH WASH TAKES UP 60 YARDS OF LINE





UP TO HAYMOW go Tommy (*top*) and a friend. "He's full of mischief but he'll grow," says Pearson.

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Young animals step



CHICK TO CHEEK, Tommy, wearing an Army patch on jacket, cuddles one of the farm's young pullets. He helps mother by gathering eggs and carrying wood.



CACHING A KITTEN, a farm cat heads for hiding place in the barn. Kittens had been put out by the hired hand but cat wanted them back in the warm barn.



A PAIR OF PIGLETS, 8 weeks old, take a deep drink of muddy water from a wheel rut in yard. One of the farm's piglets adopted the young beagles as friends.



SNORTING AND CAVORTING, seven young Holsteins, born last fall, romp about with the excited dog Nick just after they were released from the barn and



out for a first look at a brightening world

ventured outdoors for the first time. Pearson's farm is primarily dairy and he has a herd of 38 milking cows which produce about 155 gallons of milk each day.

WADDLING ON A WALK, 11 Muscovy ducklings file behind their mother after first trip to pond. She walked them for 200 yards to dry their underfeathers.

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BY THE BARLEY FIELD Margy Pearson and Pete Fawley walk hand in hand, talking of a wedding. Pete, a farmer's son who lives nearby, works as a carpenter building barns. Laughs Mr. Pearson: "She just don't allow him any time to himself at all. He's up here every night." "Just the way I want it," retorts Margy.

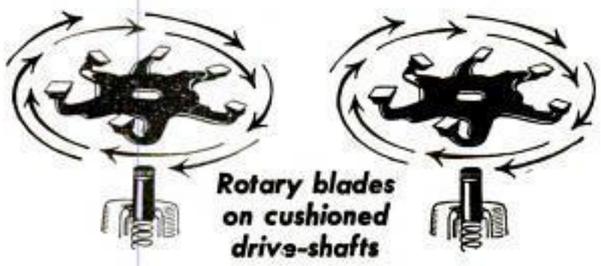
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Put a new face on Father's Day

. . . give him a Norelco!

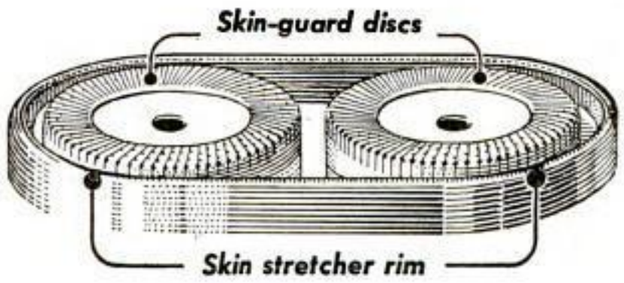


Norelco brings Dad electric shaving's first basic improvement in 20 years...*Rotary Blade Action*...to make all other electric shaving as old-fashioned as lather



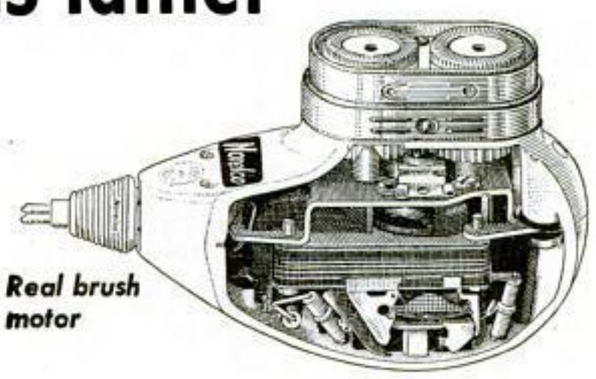
Shaves as close as a barber's razor. Norelco's 12 finely-honed blades shave whiskers as a barber's razor does, with only a *single* shaving edge. Other electric shavers *pinch off* whiskers between *two* metal edges—one fixed, one oscillating. That's why, with Norelco, you feel no whisker-pull.

No skin irritation. Norelco's blades are mounted on cushioned drive-shafts, thus whisk away whiskers exactly at skin-level, no matter how light or heavy your shaving touch.



Face needs no break-in period—great shaves at once. Exclusive Skin-stretcher rim on Norelco's shaving head flattens skin, upending each whisker. Then Norelco . . .

Shaves according to beard's natural growth, as slots in stationary skin-guard discs catch whiskers whichever way they grow. Prickly clumps and patches (where ordinary straight-headed electric shavers often run into trouble) disappear first time over. Norelco's *natural* shaving means more comfortable shaving.



Self-sharpening, lubricated for life, easiest to clean. Flawless engineering (two decades' research in one of the world's greatest laboratories) means years of use without repair-shop blues. Self-starting brush motor. Designed to fit hand. Cleans in seconds; no fumbling with parts.

15 day FREE home trial. Norelco will give you the smoothest shaves ever, wet or dry. No-obligation home trial available at most dealers. Norelco is sold at drug, jewelry, department, appliance stores. (It makes an ideal *gift*, too!)

Each year, more men around the globe buy and use Norelco* than any other electric shaver. They know from experience that Norelco means shaving at its absolute modern best. That's why Norelco is . . .



Special gift for outdoor men! The NORELCO Sportsman!
Use this electric shaver anywhere! The super-convenient Norelco Sportsman works on flashlight batteries or from 6 or 12 volt car lighter. Unique graduation present. With metal mirror, leather case (less batteries) . . . $29.95

Largest-selling electric shaver in the world—
Fastest-growing electric shaver in the U. S.

Norelco
Rotary Electric Shavers



$24.95
AC/DC
with Travel Case

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NORTH AMERICAN PHILIPS COMPANY, INC., 100 East 42nd Street, New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-Ray Equipment, Electronic Tubes and Devices.

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DEAD END FOR THE U.S. HIGHWAY

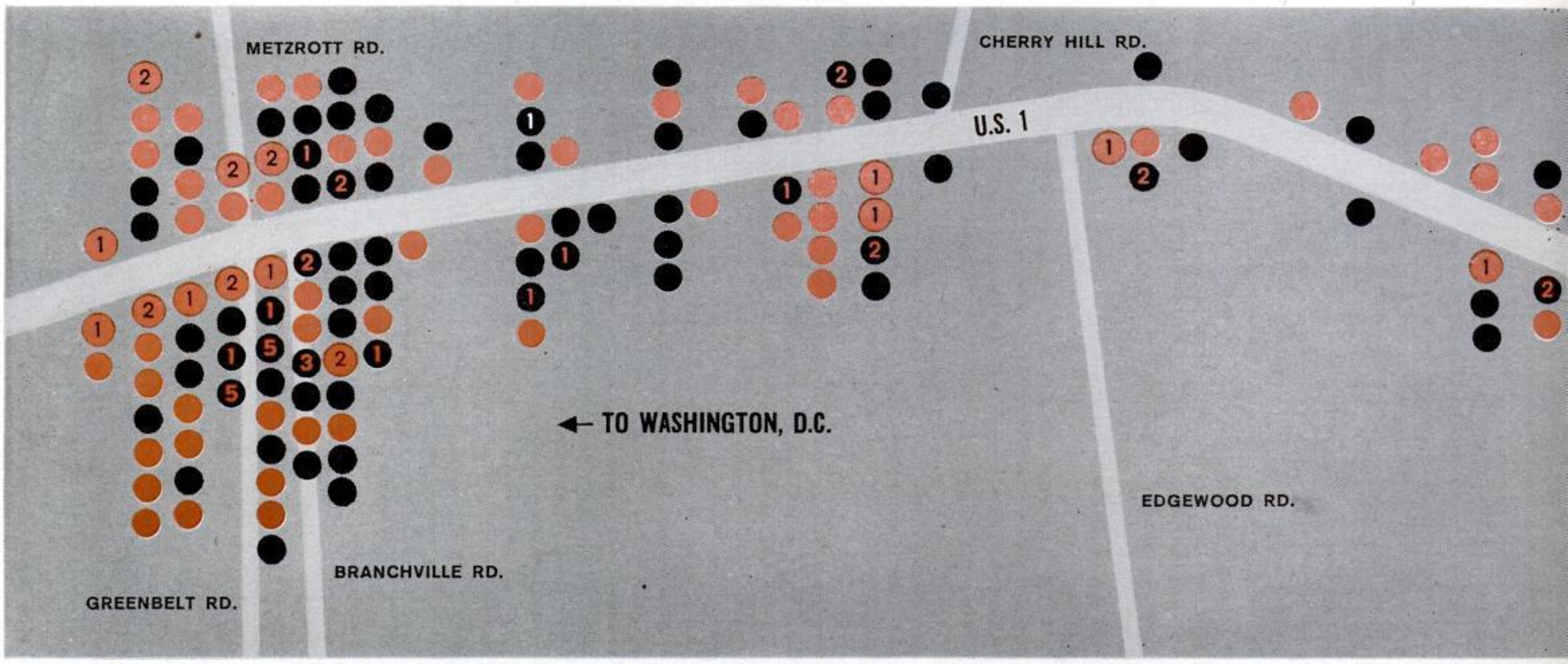
AMONG other things, the U.S. consists of 165 million people, 59 million automobiles and 3.4 million miles of road and highway. The people are reasonably intelligent. The automobiles are big, fast and comfortable. The highways are awful, although how awful not even the reasonably intelligent people appreciate. This may be because few Americans ever see as much as one half of one per cent of their nations' roads and consequently they tend to think of the narrow, congested, archaic and hazardous one-half per cent that they themselves customarily use as worse than the rest.

This is in error. It is practically *all* worse.

Another reason may be that Americans identify their highway troubles with traffic rather than with the highway itself. Delayed, frustrated or bumped from behind, the American motorist instantly blames The Other Guy. This is like blaming the fish in the sea for a contrary tide or a shallow channel, but the motorist does it because the highway and its defects have been so familiar to him for so many years that he simply no longer sees it as it is.

This Memorial Day weekend launches what is going to be a record motoring season, during which more cars will take to the road than in any year in U.S. history. Over the weekend there will be 50 million automobiles on the highways and probably 360 people will die. Everyone will see the traffic but few will really study the highways. But those who do can reduce their own danger of injury or death, and those who examine the highway long enough might even be moved to do something constructive about it and thus save themselves enormous sums.

If this weekend's average motorist could somehow be given an aerial glimpse in one look of the entire U.S. road system, crawling



BLOOD-STAINED STRETCH of U.S. No. 1, the five miles between Berwyn and Muirkirk, is shown in this diagram recording the accidents which took place here in 1952. Diagram is based on Maryland state police records for 1952. Red indicates daytime accidents, black only those that occurred after dark. Accidents

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CLOG-UP on U.S. 1 in Maryland is caused by tight lanes, by poles and signs crowding the inadequate shoulders.

The horrible history of one road explains why U.S. is closer than it realizes to being immobilized by a network that is obsolete, wasteful and murderous

by HERBERT BREAN

with molasses traffic, he would come to a fast boil of indignation. If he looked at it through the eyes of a highway engineer he would go jumping, screaming mad. For he would discover that while the highway network of the world's richest, most mobile nation consists of 3.4 million miles of roads, only a little over 400,000 miles has what engineers call "high type" pavement—solid concrete or asphalt.

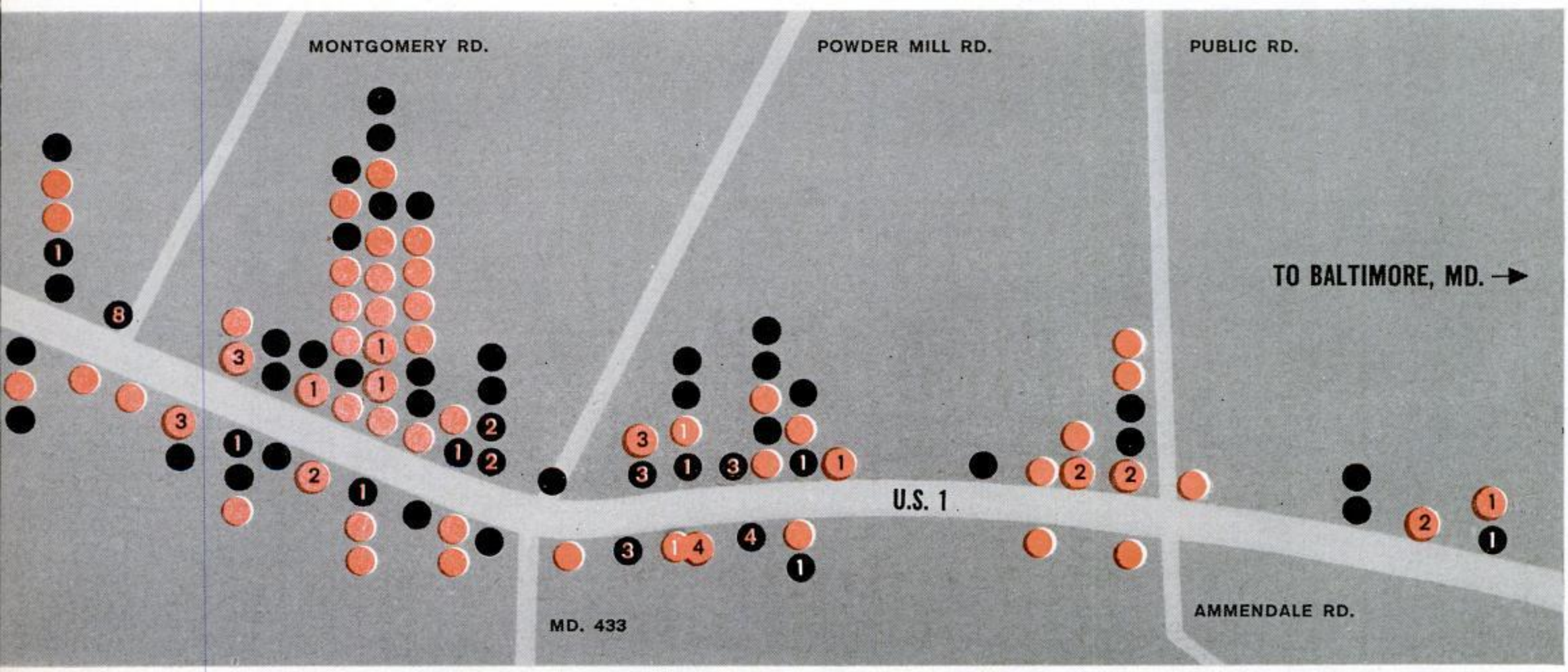
1955 cars, 1935 roads

HE would notice that the country has thousands of miles of back roads which average less than one vehicle per day and that the great bulk of national travel is concentrated on the primary road system. (Seven states have half of all U.S. cars.) He would observe that more than half the primary road system still bears the design of 20 years ago, and that a third of it was built before 1930 when rural traffic averaged 26 mph (it now averages 47 mph).

He would look again at the heart of the U.S. highway network, the Interstate System which is less than 40,000 miles long and yet links almost all cities over 50,000 population, serves more than half the U.S. population and carries one seventh of all the nation's traffic. Eighty-five per cent of the Interstate System is already inadequate—narrow, acutely curved, dangerously graded, frequently intersected, narrowly shouldered or shoulderless—or is in the process of becoming so in the light of the next decade's predictable traffic burden.

If our average motorist had an experienced highway engineer at his elbow as he looked down on the holiday chaos, he might learn that whatever each motorist paid for this inefficient highway system in the form of physical damage to life and limb, or psychic damage to his

CONTINUED ON NEXT PAGE



that caused only property damage are shown by solid circles with no numerals. Circles with white numerals inside indicate fatal accidents and the number killed. Nonfatal personal-injury accidents are shown, for daytime, by black numeral (indicating number hurt) in red circle; for night, by red numeral in black circle.

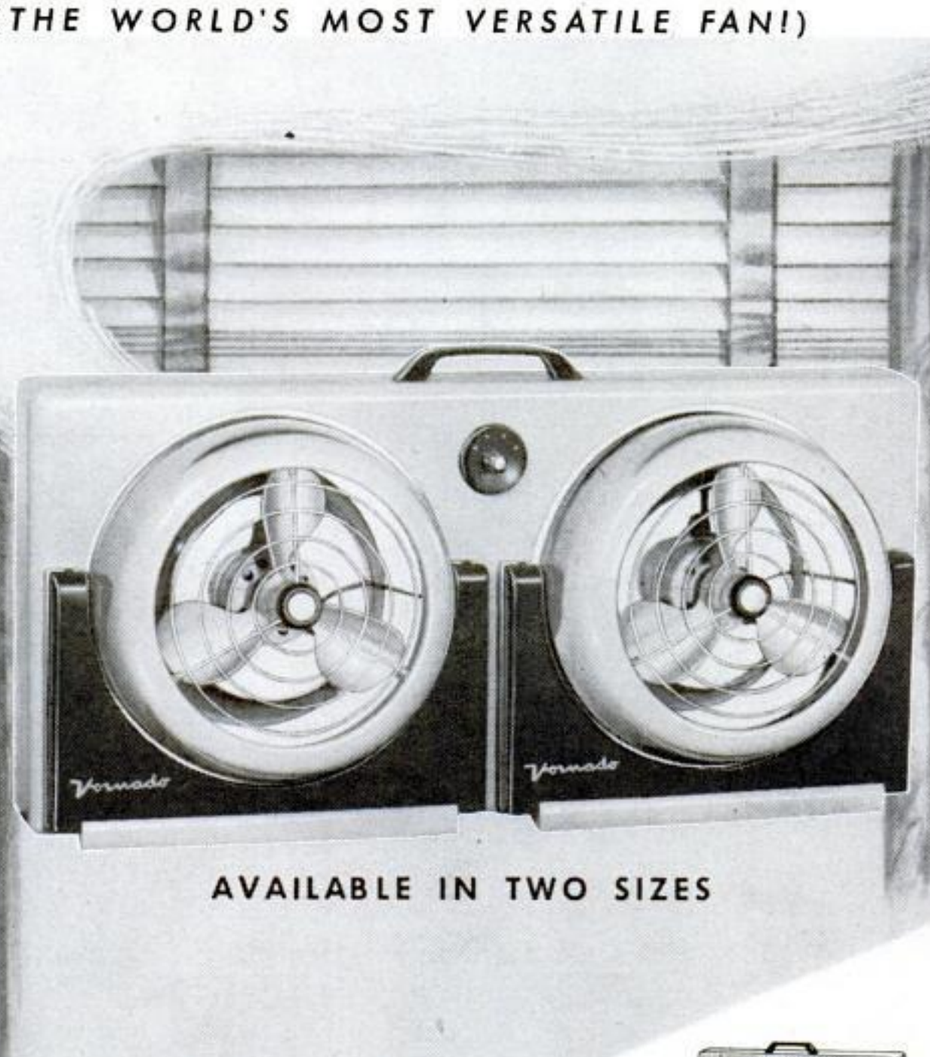
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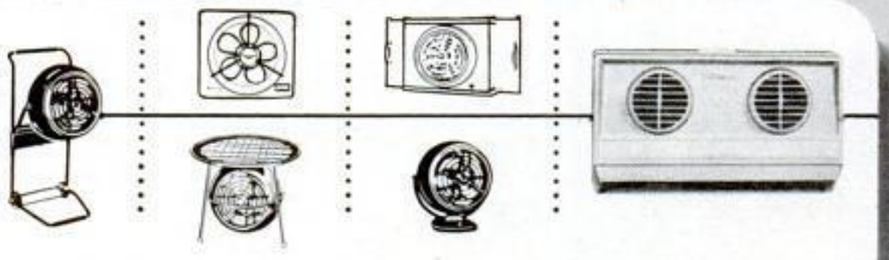


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Just snap out one or both and use them anywhere.



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FUTURE U.S. NO. 1 looked like this near Bladensburg about 1840, **nearly** 100 years after it was scratched through Maryland's gently rolling countryside.

HIGHWAYS CONTINUED

nervous system, he was also paying an extra (and unnecessary) cent to two cents a mile for the exasperating privilege of driving on it. This is without reference to tolls (there are less than 1,500 miles of toll road in the U.S. and only 2,700 miles of parkway or throughway). It is the cost of the *extra* gasoline, oil, tire expense and lost time caused solely by bad highways, as worked out by Lawrence Lawton, a New York City traffic engineer.

Lawton's study, which was made in 1950 and figured the cost of gasoline at 23¢ a gallon (it now costs around 29¢), indicated that it costs 5.6¢ per mile to drive an average passenger car on a congested business street, 4.5¢ on a "through" city street, 3.3¢ on an expressway. A similar study made in 1953 of Los Angeles area freeways indicated that savings, including allowance for drivers' time, averaged two cents a mile for a freeway compared to an ordinary highway. The total saving for all drivers using the freeway would completely pay off its cost in less than 10 years.

Our motorist-observer might also be told by an engineer that a four-year study of Connecticut highway accidents shows that his chance of having an accident is almost doubled by driving on an inadequate, which means any old-fashioned, highway, no matter how cautiously he drives.

Finally, if he knew what the future holds for him, this weekend motorist would take a last look from on high at the highway network below, then tear up his driver's license and sell his car. In recent years U.S. auto production has averaged about six million new vehicles per year while the nation has been scrapping around

CONTINUED ON PAGE 109



EARLY TRAFFIC on the road from Baltimore to Washington included passenger and mail stagecoaches like this one shown stopping at a tavern.

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FIRST MODERNIZATION of No. 1 was made by picks, shovels and strong backs. Here they are relocating section between Contee and Beltsville in 1910.

HIGHWAYS CONTINUED

four million a year. The result: 15 years ago this country had 32 million motor vehicles, today it has almost 60 million. More than three million new cars were produced in the first five months of this year alone. By 1965, only ten years from now, there will be an estimated 81 million cars, buses and trucks on the highway.

But what kind of highway?

This year the nation will spend at least $10 billion for new cars. It is spending only $6 billion both for highway construction and for repairs. We are actually building cars faster than we are pouring the concrete on which to park them, let alone drive them. Barring a world war or a five-year strike in the auto business, the U.S. in the next decade faces highway congestion and general traffic paralysis that will be simply incredible.

What has gone wrong? The answer can be found in the history of one stretch of a typically busy highway, U.S. No. 1 from Baltimore to Washington. For 200 years No. 1 has traversed almost 30 miles of rolling, sunwarmed, wooded hills in Maryland's countryside.

A road was first scratched through wood and field from Elkridge, just south of Baltimore, to College Park, north of Washington, in 1749. This was little more than a scarified streak in the earth, in some places studded with tree stumps, for no one much cared what happened to travelers. One of them in the years that followed was George Washington, whose wagon once sank up to its boxes in the road's rain-churned ooze near the Patuxent River and had to be extricated with additional horses and ropes. Another time, when Washington had stopped at Spurrier's Tavern at Waterloo for dinner, his horse fell dead, exhausted by the highway's summer heat.

The 19th Century was a stagnant time for this road, as it was

CONTINUED ON NEXT PAGE



WHAT WORLD WAR I DID to No. 1 is shown in picture made three miles **south of Laurel,** where heavy Army vehicles chopped up the flimsy pavement.

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AND AREN'T THEY SMART! Gro-Pup provides all the food essentials dogs are known to need daily. It's the only dry dog food officially approved by the American Veterinary Medical & Animal Hospital Associations.

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Every time
you brush your teeth

REFRESH YOUR EYES

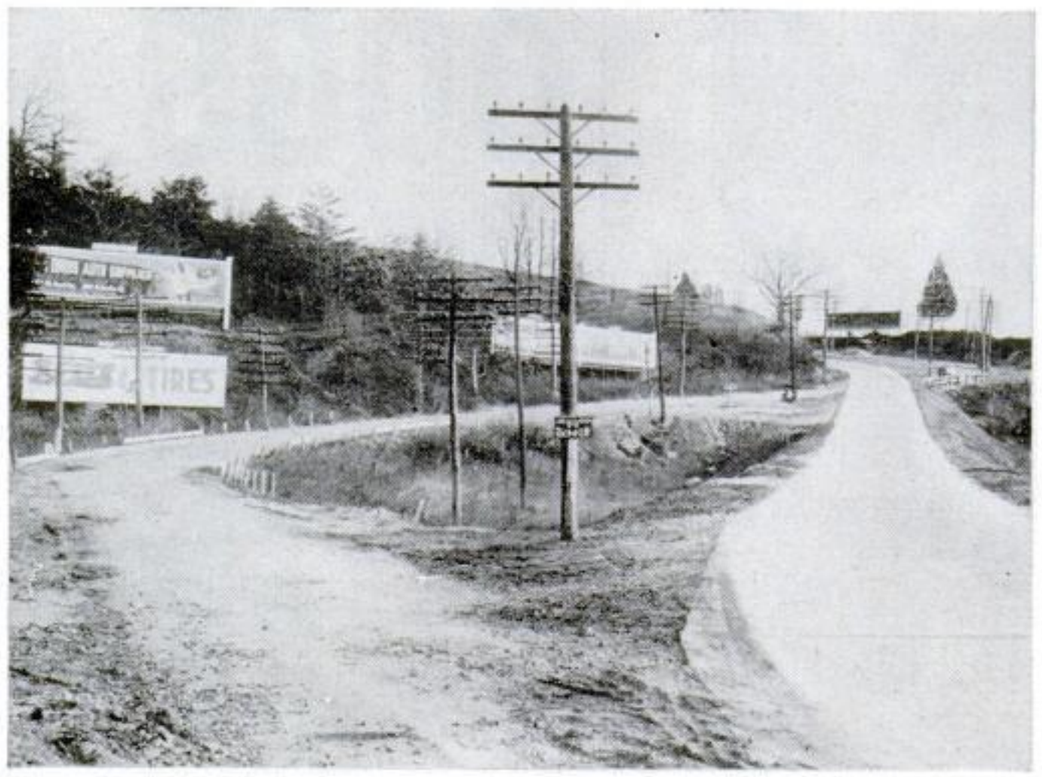
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MURINE
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PARTIAL IMPROVEMENT in 1925 eliminated part of No. 1's Dead Man's Curve, a bad accident breeder near Elkridge and replaced it with a gentle turn.

HIGHWAYS CONTINUED

for almost all U.S. roads. Although a Washington and Baltimore Turnpike Road company was organized in 1812 and obtained a 60-foot right-of-way to build a turnpike over the old road, it never kept the pike in repair. Few such companies ever fulfilled their obligations; this was a time of burgeoning rail and canal travel.

In 1844 wires were strung on poles along the road. On May 24 Samuel F. Morse transmitted his famous message, "What hath God wrought!" from the capital to Baltimore on his new telegraph instrument. That invention helped reduce the need for travel.

After the Civil War, which affected the road relatively little since most of the fighting took place to the west, the turnpike company's charter was revoked. Ownership of the raw streak through the hills reverted to the three counties it traversed. When the 20th Century dawned, it was a 15-foot path of blowing dust in dry weather and an axle-snapping morass in wet, with grades as steep as 9% and treacherous curves coiled haphazardly through the hills. That is how things were 150 years after the birth of the road, when the nation stood on the brink of the most stupendous transportation revolution in history, and that is how things were with almost all U.S. roads.

By 1906 there were more than 100,000 passenger cars registered in the U.S. That year Maryland's General Assembly appropriated $30,000 for each of the next three years to be spent on rehabilitating the road, henceforth known as State Road No. 1. That expenditure, handsome for the times, was the beginning of a long, losing battle.

State Road No. 1 was gradually paved with 14 feet of macadam, concrete and occasional gravel, although by 1910 the assembly had to appropriate another $100,000 for it. When it was completed in 1915, comprising 29.95 miles from the Baltimore city limit to the District of Columbia limit, it had cost more than $600,000 and portions of its thin, six-inch roadbed already had had to be resurfaced because of "the intensity of the traffic."

The steady pounding of the solid rubber tires on World War I's military trucks ground the road's tender pavement to rubble and shale, and the record cold of the 1917–18 winter damaged it further. So three-foot concrete shoulders were added to each side, increasing the width to 20 feet, and the center was repaved. In 1919 the State Roads Commission proudly announced it was whitewashing all bridge headwalls, poles and other objects near the road-edge for safer night driving. Motorists applauded. White middle lines were added on hills in 1920-23.

A killer's mounting toll

THE road had begun killing people—two or three a year—long before. Now, with traffic mounting and commerce booming along its narrow length, more and more died in ghastlier accidents. Pop stands, a few discreet speakeasies, filling stations and real estate shacks grew up along the road. In the dark of night bootleggers in souped-up cars ran their loads of liquor along it.

The nicknames the road collected describe its character: "Billboard Boulevard," "Death Highway," "Hot Dog Highway." Of course it had a Dead Man's Curve—a seemingly endless "S" south

CONTINUED ON PAGE 112



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There are many ways in which the Hartford Agent can protect you against loss. Here's an actual case:



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THE SKYMATE ENSEMBLE SHOWN, IN HARTMANN BUCKSKIN TAN DUCORD:

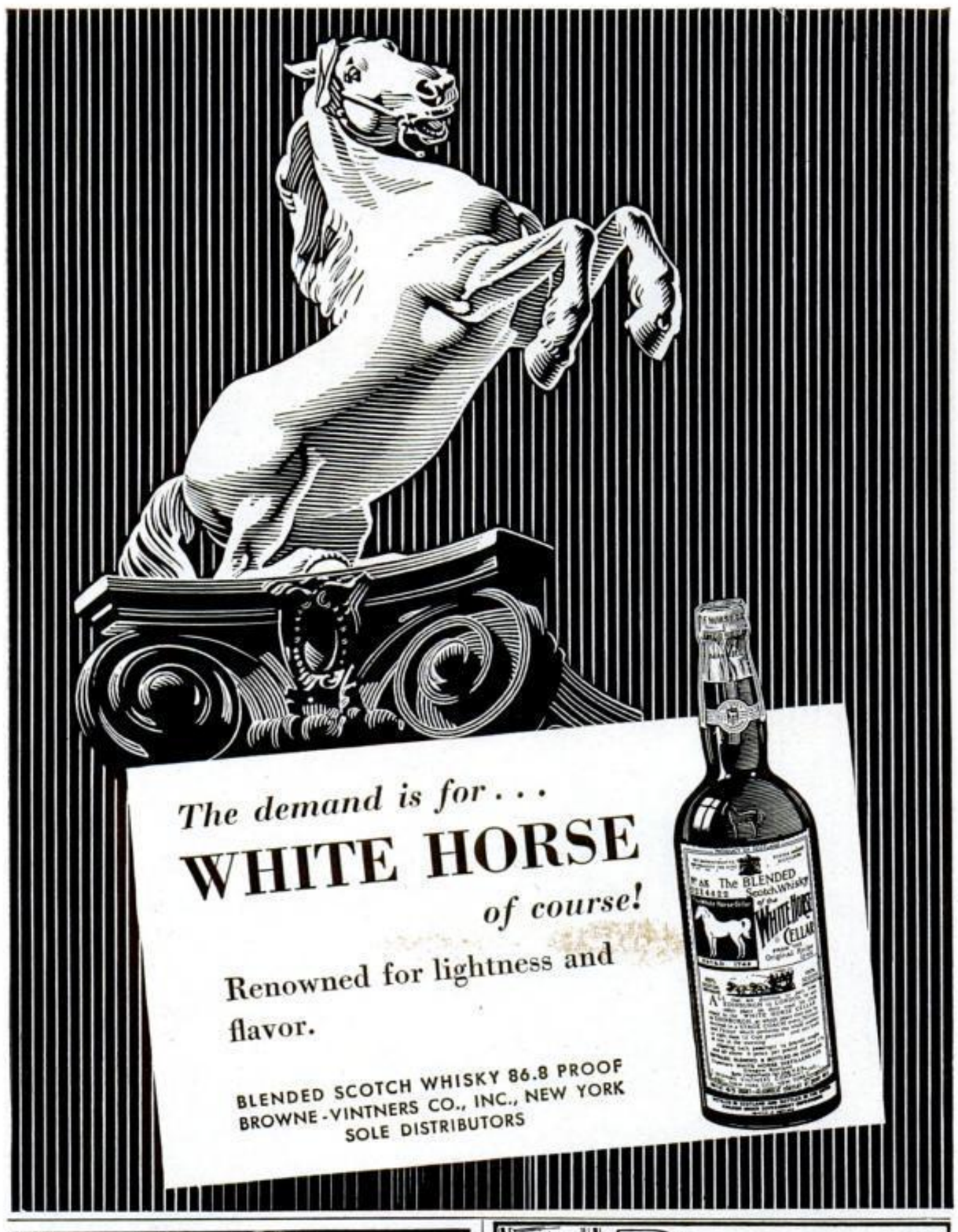
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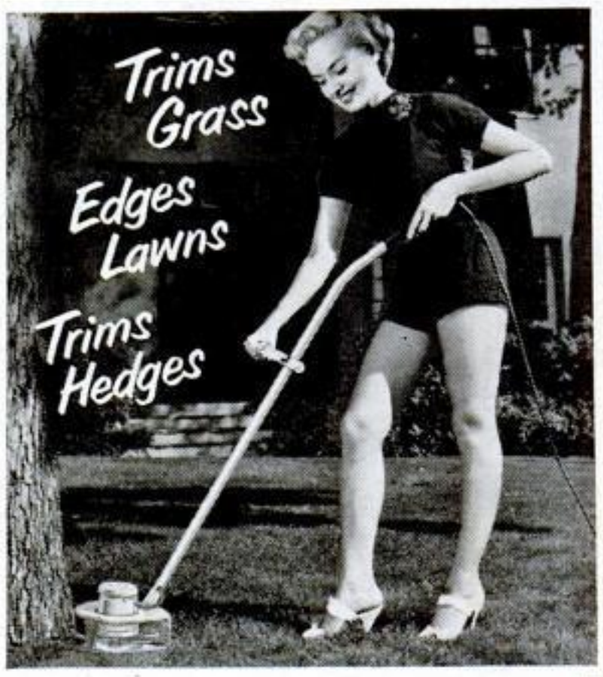
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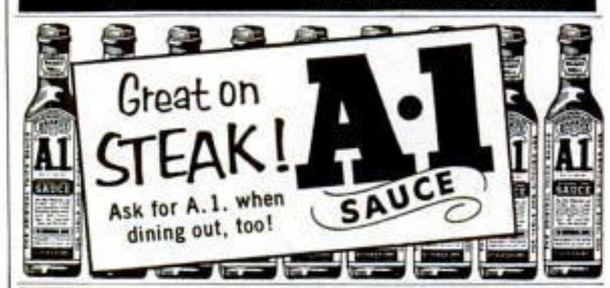




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ONE OF 1,040 ACCIDENTS which took place on No. 1 in 1950 ripped the motor out of this car when it swerved into an oncoming truck. One man died.

of Elkridge which has killed and maimed dozens, and was twice relocated and rebuilt. In 1925 the road became a part of U.S. 1, the Main Street of the East Coast, running the length of the Eastern seaboard from Fort Kent, Maine to Key West, Fla. Commerce along it blossomed anew. By 1929–30 traffic was so heavy that the third complete rebuilding of the road had to be undertaken. The original 20-foot width was doubled, making four 10-foot lanes. But now it cost $1,760,000.

For the road's pattern and essential character, like that of a human, had been formed in the early years of its life and was confirmed by the army of unregulated motels, pizza palaces, used-car or trailer lots, occasional private homes and beer joints that moved greedily to its very edge, cutting into it with abrupt, accident-causing driveways and lining it with eye-distracters. Furthermore, the state learned that while it held title to a 60-foot right-of-way wherever the road followed the ancient turnpike, it could not afford more than a 40-foot width wherever the road had been or was to be relocated because that would have meant condemning now-costly business property.

Thus, even a quarter century ago, the road had become a hardened artery impossible to enlarge, a taut, nervous, peril-filled channel through which traffic poured and trucks roared in constantly increasing streams. The road averaged 6,000 vehicles a day then, but this often reached 18,000 or 20,000 on holiday weekends. Then there were horrendous traffic jams that reduced motorists, cops and Monday morning editorial writers to sputtering, apoplectic exasperation. But no one could do anything about it.

Oxcart route for giant trucks

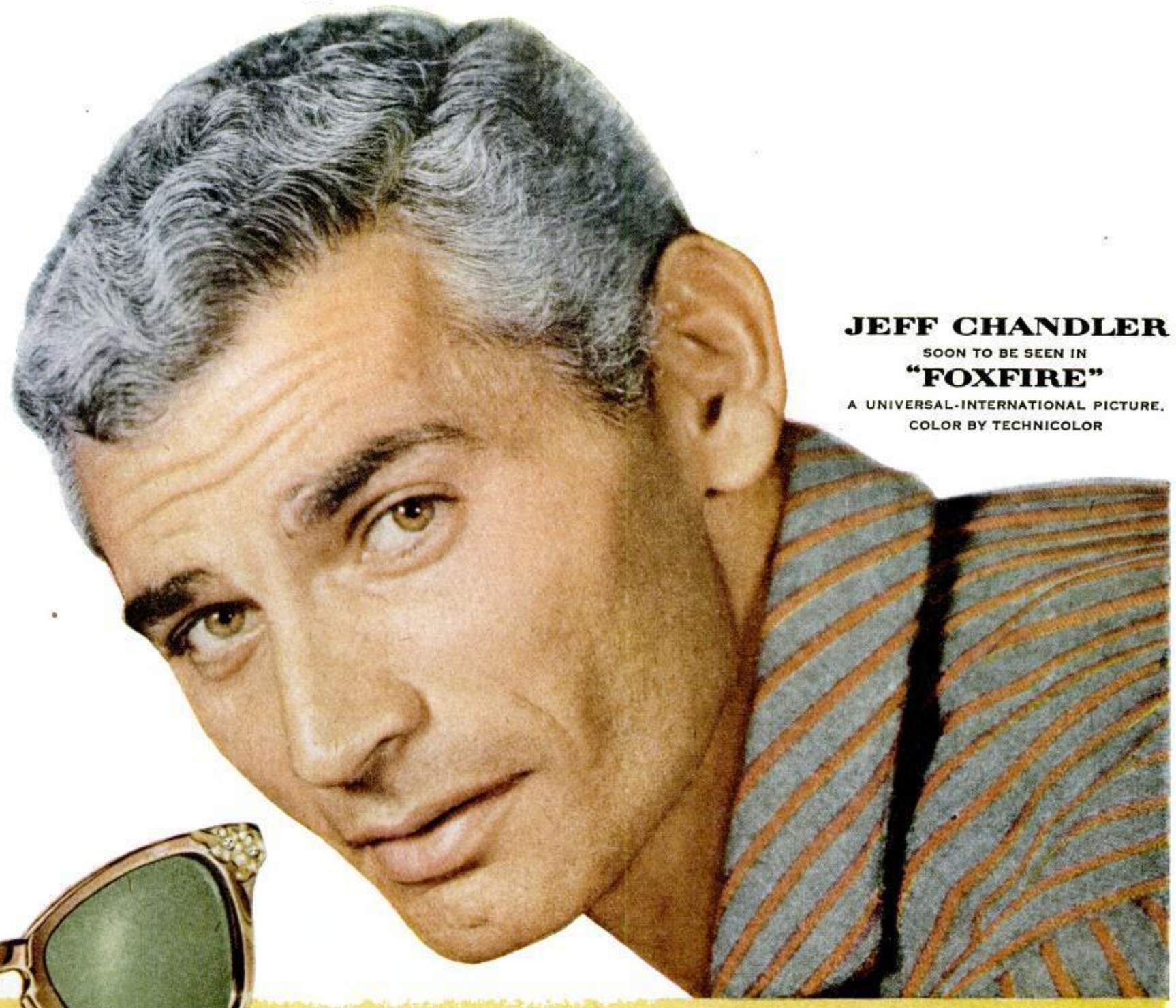
IN the years that followed, Maryland's road commission did all that could be done with that wreck of a highway: it eased some curves, eliminated grade crossings, widened bridges, installed traffic signals and spent millions of dollars in all on the 30 miles. Yet as the century's second half began, it was still a road that had once been laid out for horse-drawn stages and oxcarts, it was carrying 25,000 to 30,000 fast-moving vehicles a day (40,000 at some points near the Washington end), killing 30 and 40 people a year and injuring 15 times that number.

You did not have to know this to feel uneasy on the road. Each of its four, unseparated lanes was only 10 feet wide. (Modern cars are between six and seven feet wide.) When two pairs of cars rushed side by side at each other on an 8° curve like the one at Beltsville there was little room to swerve or sway without chancing a sideswipe or head-on collision. Passing or being passed by one of the towering, 20-ton trucks that thronged the road night and day was a jittery experience. Always you knew there was the chance that someone would pull out from one of the approximately 1,000

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a-h-h! Sun-time...and all the lasses in Fosta-Grantly sunglasses!

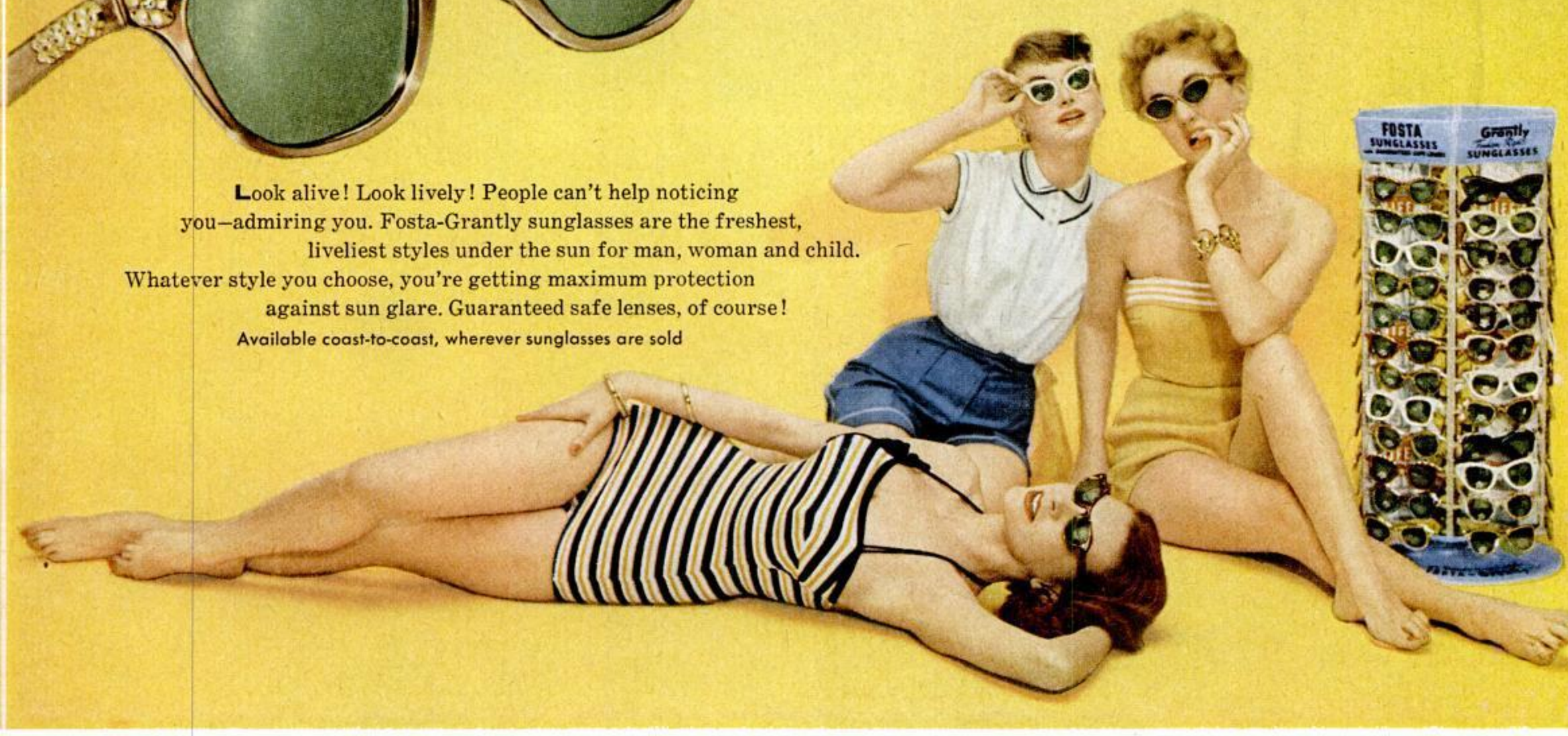


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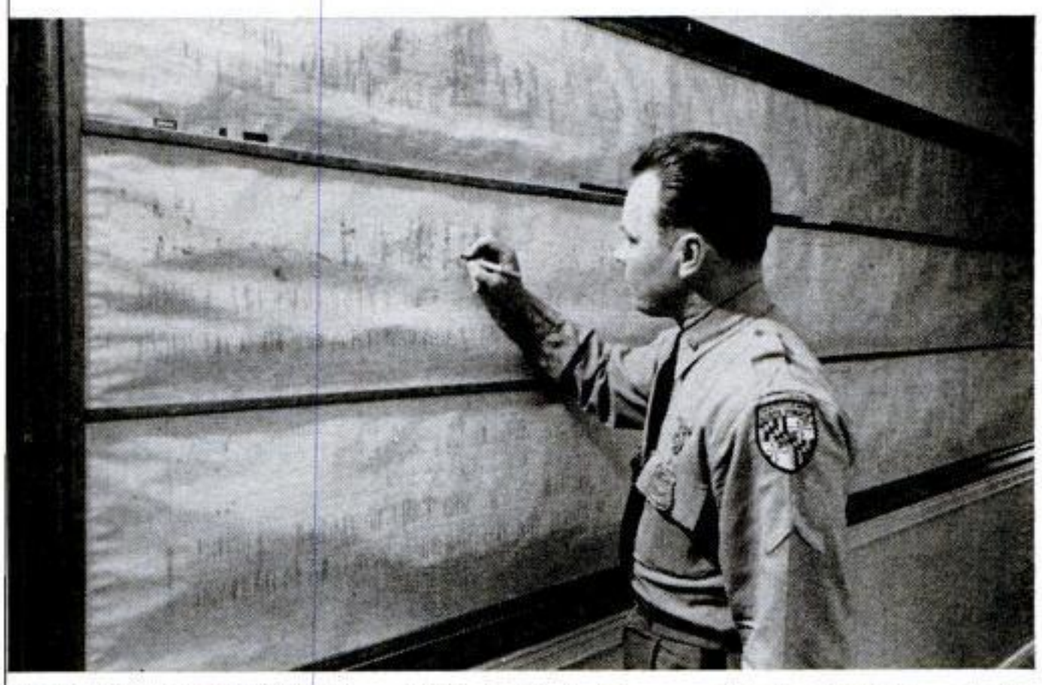
You need never hesitate when it is

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MAPPING ACCIDENTS on U.S. 1, State Trooper Garland Walters marks exact location. Record is kept so that troopers can police road more efficiently.

HIGHWAYS CONTINUED

driveways that cut into the highway or that the car in front of you would suddenly slow down to turn off. You drove with a constant, though only half-recognized, feeling of irritation and anxiety that sometimes led you to drive faster than the 50-mile speed limit in order to get this unpleasant stretch over with.

Perhaps that is how some of the more shocking accidents happened. The couple, for example, who drove too fast one night, sideswiped another car and orphaned their seven children. Or the five young soldiers starting home on leave who crashed into a taxi near the Howard county line and were all killed, as was the cab driver. So savage was that head-on collision that state troopers who answered the call had to walk through a blood pool that seeped over the thick soles of their police boots. Then there was the 8 a.m., broad daylight crash on New Year's Day, 1951, when a Washington-bound car crossed the double center line on the road near Route 32 and smashed head-on into a north-bound one containing some Pennsylvania educators. The two cars contained seven people; all of them died. One body was hurled 75 feet into a field.

There were hundreds of lesser accidents, sometimes 1,400 a year, for left turns were permitted almost everywhere, resulting in many, often multiple, rear-end collisions. U.S. 1 echoed regularly to the clunk and crash and shriek of outraged steel.

Sadly enough, much of this bruising mess was avoidable. For instance, one of the greatest single causes of traffic fatalities, the head-on collision, can be virtually eliminated by an adequate middle strip separating the opposing lanes of traffic. While this narrow road had no room for the 15-foot strip regarded as necessary, some sort of narrow but high curb would have helped. But local merchants, dependent on the road's traffic for their trade, protested loudly that such a barrier would cut their business in half. For the same reason they protested bans on left turns which would have eliminated many of the characteristic rear-end collisions.

Had the state been able to restrict the number of private driveways leading into the road, or to get enough additional land along it to create shoulders wide enough for pedestrians to walk on safely, the road's entire capacity and safety record would have been different. Even banning poles, signs and other impedimenta from the pavement's edge would have tended to "widen" it in effect for, as traffic studies show, any obstacle erected at the edge of a 10-foot lane causes drivers to travel two and three-fifths feet farther in from the pavement's edge than normal, whereas objects four feet or more from the edge have only minor effect. But the people of Maryland, and indeed the people of the entire U.S. who also help to support this road, had lost control of its borders even though borders can be as important as the central roadway itself.

Maryland finally came to the conclusion that patching old No. 1 would never be enough. It inaugurated programs costing hundreds of millions of dollars to bring its roads up to modern standards, and one of the first targets was the Baltimore-Washington stretch. A few miles to the east of No. 1 the state and the District of Columbia jointly built an entirely new expressway consisting of two sets of widely divided, 12-foot lanes with gentle grades and long easy curves, through a pretty countryside devoid of billboards, honky-tonk stands or grade crossings of any sort. The speed limit is 55 mph and motorists now get from Baltimore to Washington without a single stop, in a half hour or a trifle more. They get there comfortably and safely too, for it appears the mortality rate on

CONTINUED ON NEXT PAGE

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this expressway will at least be as low as on similar expressways—one third to one fourth of the death rate on parallel, comparable old-style roads. Furthermore, although the entire length of 29.29 miles was not opened until last October, a part of it was in use earlier and diverted so much traffic from the old road that only 15 died on "Death Highway" last year.

Examined in the perspective of 200 years, the history of the now bypassed No. 1 is a discouraging tale of degradation and defeat. And that is the history of most U.S. highways. Once the highway was indeed a *way*—"that along which one passes or progresses to reach some place," in the words of Webster. But the rapid development of auto transportation, coupled with laggard upkeep of roads, failure to modernize and the unrestricted encroachment of roadside business, have turned much of the national highway into a choked, slow-moving business avenue. The basic highroad principle has been forgotten.

This year the federal government moved to do something about the degraded U.S. highway. At the request of President Eisenhower, a committee headed by General Lucius Clay studied the national highway situation and then made a series of recommendations, predicated on the expenditure during the next decade of $101 billion. This is $54 billion more than would be spent in that time at present rates, and the Clay committee proposed that the difference be financed in part by creation of a federal corporation that would issue bonds redeemable by gasoline and oil taxes. This drew heavy criticism from Congress as a dodge to escape increasing the federal debt, and consequently national attention was focused on the plan's financial framework instead of on its farsighted solutions to the nation's highway imbroglio.

That was very unfortunate. The Clay program is noteworthy for two major reasons. First, it took into account, possibly for the first time in our history, the fact that all estimates of future highway needs have heretofore fallen grievously short of actual needs. An example is New Jersey's "new" (1951) quarter-billion-dollar turnpike which was to have paid off its cost in 35 years; instead it will pay it off in 22 because its toll receipts are so unexpectedly large. (The turnpike itself is already being widened in places.) Clay and his associates recommended enlargement of the interstate highway system by 1965 to accommodate the traffic volume expected by 1975, when the U.S. will have upward of 100 million vehicles. If the Clay proposals were put into effect, the U.S. might find itself in 1965 a little ahead of its highway problem, for the first time in history.

Making way for a custard

THE second salient feature of the Clay recommendations was the emphasis on the principle of limited access. With the exception of the present total of 4,164 miles of throughway, the U.S. highway system has always operated on the principles of *unlimited* access, *i.e.*, anyone owning property along a highway has the right to cut as many entrances into it as he wishes, anywhere on his land. When the highway was an empty road traversing wilderness this did not matter. Today, as the example of U.S. 1 shows and every motorist knows, a busy highway that is unprotected from every entrepreneur able to obtain a license to sell frozen custard or foot-long hot dogs quickly ceases to be a traffic carrier. This means that the public which may have spent $1 million per mile to get the highway service it needs is quickly deprived of that service by merchants who settle along its edge, lure traffic to the curb and fight every effort to keep cars moving steadily and swiftly. There is a neat illustration of the futility of this at Lafayette, Ind., where a bypass was built to carry east-west traffic around the town's congested business section. However, access to the new highway was not controlled, with the result that it was quickly lined with roadside business and its original purpose defeated. A chagrined state highway department is now considering the possibility of building a bypass around the congested bypass.

To restore the U.S. highway's character, Clay and Company boldly proposed that the entire interstate network be either converted to limited access through relocation or land acquisition or protected against future encroachment by legislative act. This means that 180- to 250-foot rights of way would be obtained or set aside for future widening, and "service" roads would be built to accommodate nearby business. This would eliminate most crossroads and permit 60-mile speeds in safety.

Other Clay recommendations would increase the number of lanes in the interstate highway system by about 50%. The system would then consist of 2,300 miles of six-lane or wider highways, more than 28,000 miles of four-lane highways and about 7,000

CONTINUED ON PAGE 118

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For a long-lasting smart crease

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FOR FATHER'S DAY (REMEMBER, IT'S JUNE 19), for *any* day Dad wants to have fun, relax, yet stay neat—give him slacks with the practical *extras* of "Dacron"! These stay-neat *extras* can mean more days of smart, trim wear with fewer pressings . . . less upkeep! "Dacron" helps properly made slacks keep themselves pressed day after day—rain or shine.

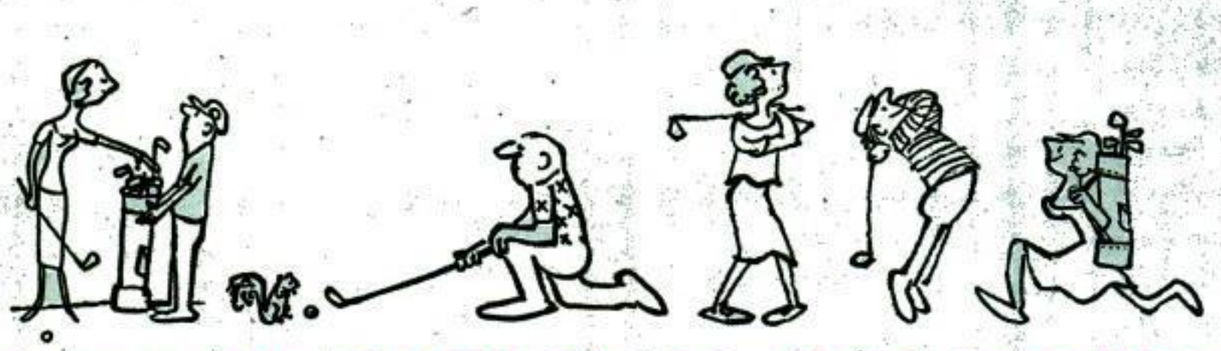
Naturally, the higher the "Dacron"* polyester fiber content in the slacks you buy, the more noticeable the *extras* of "Dacron" are likely to be! You'll find a wide variety of handsome slacks made with "Dacron" to choose from in fine stores all over the country.

*DU PONT'S REGISTERED TRADE-MARK FOR ITS POLYESTER FIBER. DU PONT MAKES FIBERS—NOT FABRICS OR GARMENTS.

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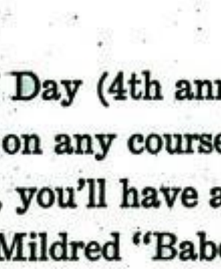
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Get out and play...

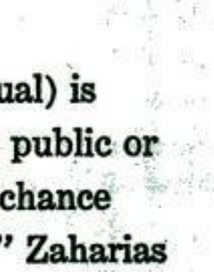


June 4th NATIONAL GOLF DAY

This year National Golf Day (4th annual) is June 4th. Get out and play on any course, public or private. For $1 entry fee, you'll have a chance to beat U.S. Open Champs Mildred "Babe" Zaharias and Ed Furgol, and you'll be contributing to the Red Cross and the National Golf Fund. The Champs play from scratch. You get the benefit of your full handicap. If you beat the Champs, you'll win a special bronze Golf Day medal. For full details see your club pro or public course official, and . . . get out and play!



"Babe" Zaharias



Ed Furgol

LIFE

Sponsored by the PGA and LIFE with the co-operation of the USGA

PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA PGA

HIGHWAYS CONTINUED

miles of two-lane highways. All but the two-lane highways would be divided expressways, with lanes 12 feet wide and 10-foot shoulders for buses and disabled cars to stop on. (One car stopped on the pavement can reduce the traffic capacity of a road by 60%, and today car disablements occur once every 20,000 vehicle miles.)

Congress will almost certainly pass some kind of highway legislation this session, though not the legislation proposed by the Clay report. A bill introduced by Democratic Senator Albert Gore of Tennessee calls for a federal-state expenditure of about $18 billion over a five-year period ($8.6 billion for the interstate system, $9 billion for primary, secondary and urban highways and $330 million for park, forest and other miscellaneous roads). The Gore bill's modest provisions, which would be conventionally financed by government appropriation, have been attacked by a number of state governors, as well as by New York's famed highway and park expert, Robert Moses, who has pointed out that the Gore bill does not provide for proper land acquisition and that its "pay as you go" feature is shortsighted, since future drivers who will use the new roads will not have to help pay for them.

Still, the Gore bill has survived Senate committee hearings. The House on the other hand, is known to show somewhat more favor for the Clay plan. Since Treasury Secretary Humphrey has suggested that the federal debt limit be increased to include the bond-financing feature, it seems possible that some of its provisions may be adopted.

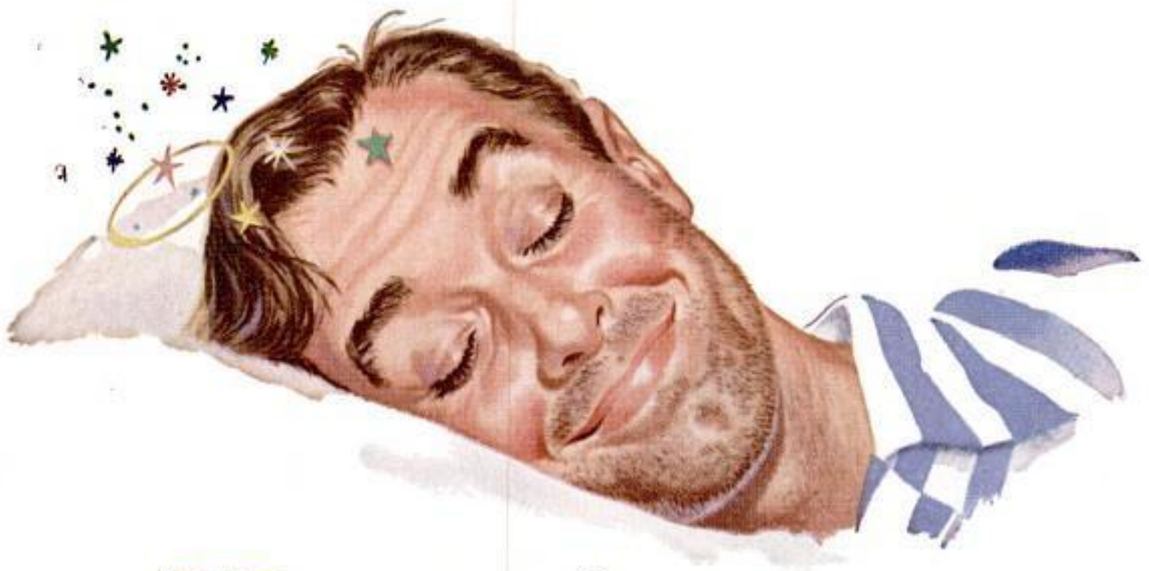
Whether or not Congress adopts the Clay $101 billion program, the U.S. will spend that much in the next decade on its roads anyhow. Even at the present slim rate of expenditure, it will spend $47 billion in the next decade. But it will spend far more than what it normally spends on road maintenance for automobile insurance to safeguard itself on its insecure roads. And it will spend, unknowingly, about $5.5 billion this year on extra gas, oil, tires, etc., expense caused by unnecessary stops and starts and long waits. That figure will rise to $8 billion a year by 1965.

As a former U.S. roads commissioner has remarked, a nation pays for good roads whether it has them or not—and it pays more for bad roads. That being the case, it would seem that the cheaper price tag on the Gore bill is more apparent than real. The objections to the original financing methods of the Clay program were sound, but nothing less than the broad planning and new construction embodied in that program will save the country from eventual strangulation. The obvious problem before Congress, therefore, is to find a sound financial base for a program with the breadth of the Clay proposals.

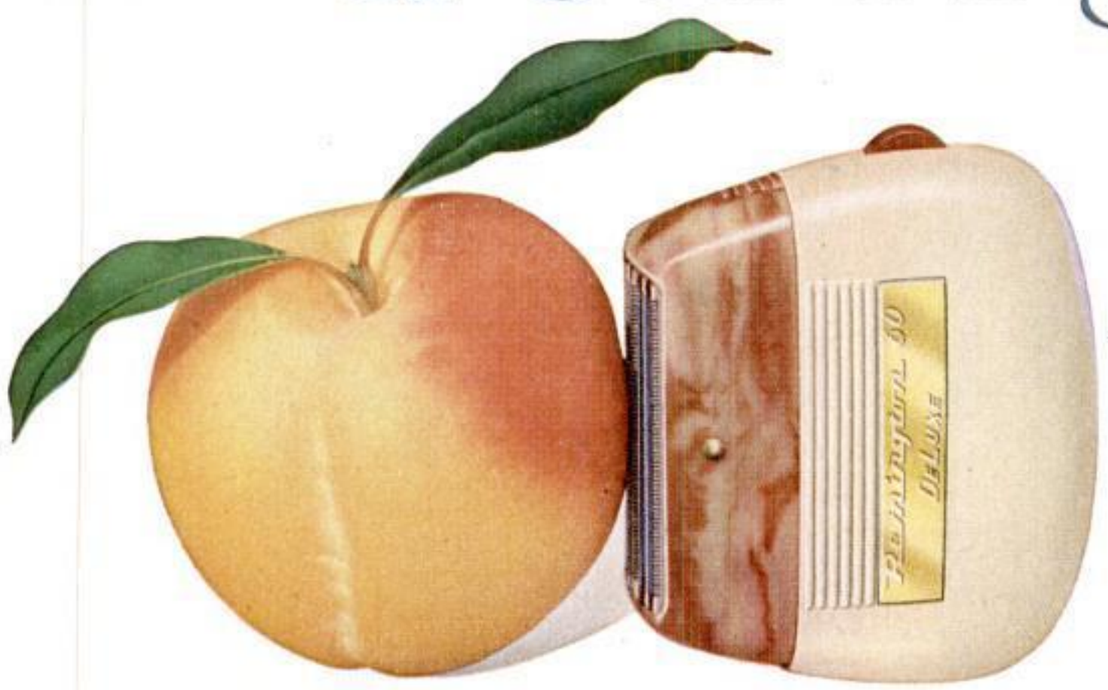


BILLBOARD PLEA for improvement of U.S. 40 is made appropriately between Auburn and Baxters, Calif., where road is sharply curved, narrow-laned.

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Dad's dreaming about a



of a shave for his tough





Throughout the world MORE Remington ELECTRIC SHAVERS are sold than any other make.

For Dads and Grads, a new gift season is here—and true to form, the famous man-size Remington 60 DeLuxe remains at the top of the gift list for men of all ages.

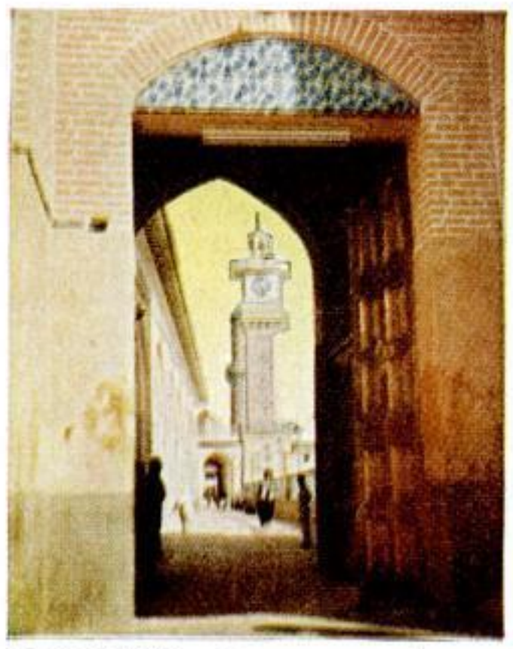
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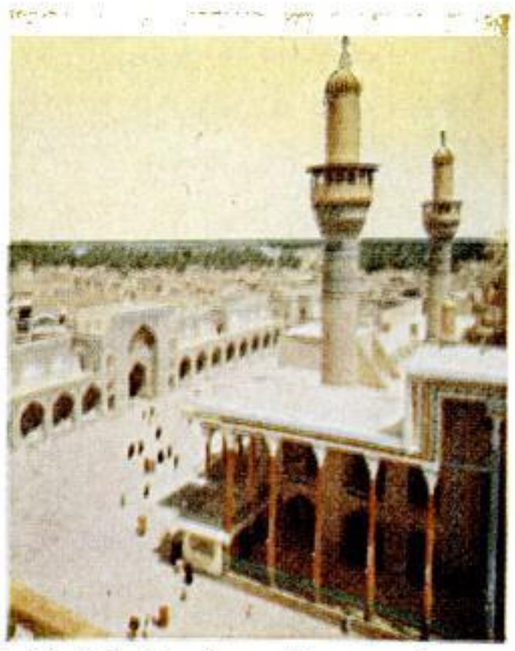
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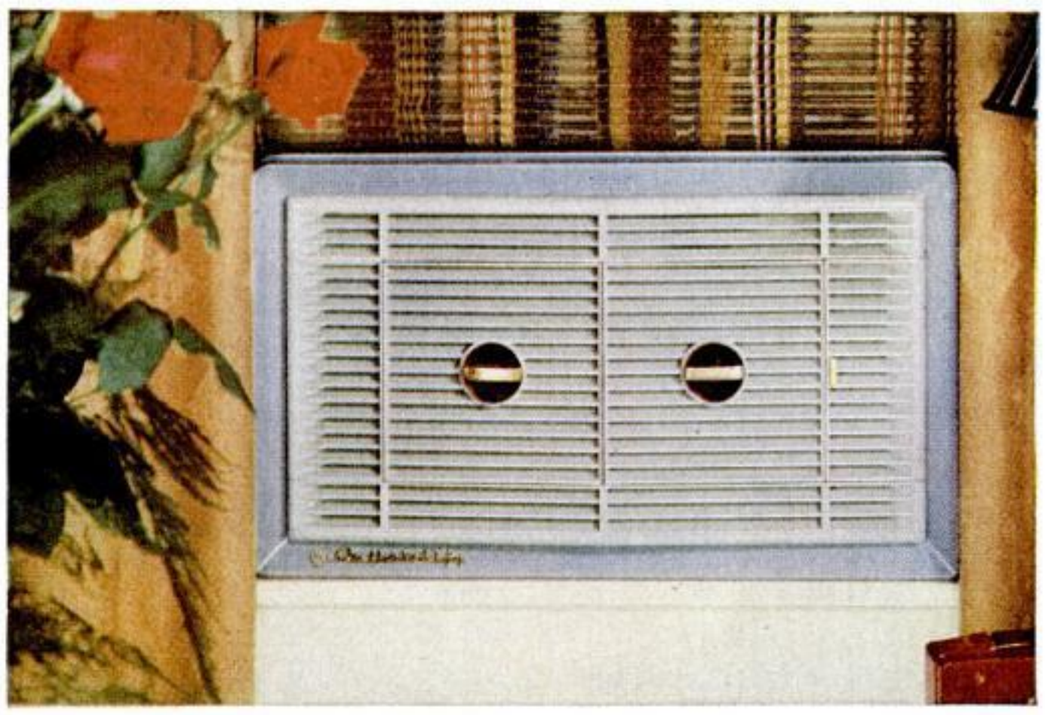
THE CAPITAL OF IRAQ, Baghdad is progressive and up-to-date. Many old world customs have given way to modern conveniences and comforts.



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NEW FLUSH MOUNTING . . . permits you to install the new 1955 RCA Air Conditioner *flush* with inside walls so as not to interfere with draw drapes or curtains. Smart two-tone gray finish. The right size for every room . . . ⅓, ½, ¾, 1 and 1½ h.p. models . . . all engineered to give you better living all year 'round.

IF YOU WANT THE BEST in advanced air conditioning, choose the one air conditioner proved in the world's toughest weather spots . . . an RCA! No matter how hot or humid it might get, you can be certain that your RCA Air Conditioner is engineered to give you wonderfully cool weather . . . exactly the way you want it. See the new 1955 models now at your RCA Air Conditioner dealer's. RADIO CORPORATION of AMERICA, CAMDEN, NEW JERSEY.

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STUDENTS GET OSLO POLICE COMMISSIONER SIGURD SKALMERUD UP AT 5 A.M. AND ARE PROMISED POLICE WILL "COOPERATE" DURING THE "RUSS" SEASON

NORSE HORSE IT UP

On the 17th of May, Norway's Constitution Day, Oslo's 18-year-olds took traditional advantage of the end of their college preparation courses and started a spirited social jag known as the season of *Russ*. At 3 a.m. a committee of 10 students gathered for soup, sandwiches and beer. Then they went out to pay surprise visits on four distinguished but sleepy citizens and ate more sandwiches and beer. Meanwhile, other groups of students wearing colorful caps and brandishing *Russ* canes rattled about in ancient cars and aroused townsmen with the *Russ* cheer, "*Chickelacke! Chickelacke!*"

Because this is a double jubilee year for Norway—the 50th anniversary of the separation from Sweden and the 50th year on the throne for 82-year-old King Haakon—students welcomed *Russ* with exceptional gusto. Their solid schedule of parties, plays and outings will run for nearly six weeks and end on June 24, when Norwegians stay up through the almost 24 hours of daylight to welcome midsummer.



ROYAL FAMILY, King Haakon, Princess Astrid and Crown Prince Olav, wave to parading students.

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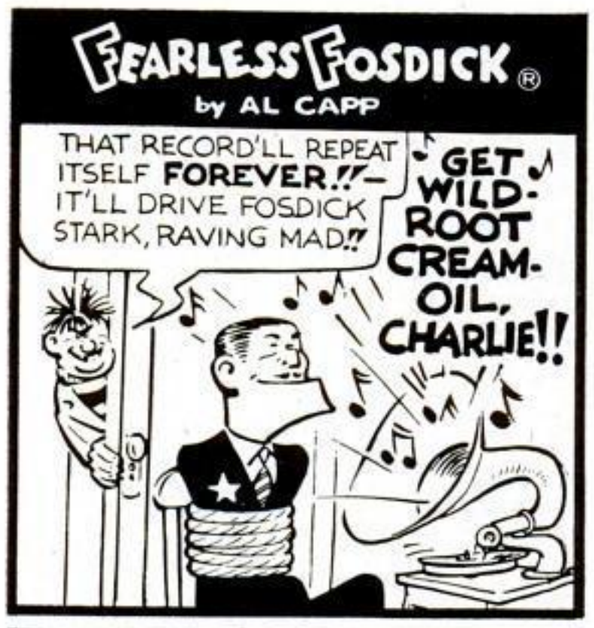
AT KICK-OFF BREAKFAST, Oslo student committee, who planned social events and organized 80-man student police force, drink to the *Russ* season.



AT TEACHER'S BREAKFAST, later in morning, a Frogner School class celebrates the end of studies by hoisting Instructor Thordar Qelprud in air.



AT INITIATION for students entering *Russ*, brandy and champagne are mixed, sampled. Question marks on coats are symbol of Frogner students.







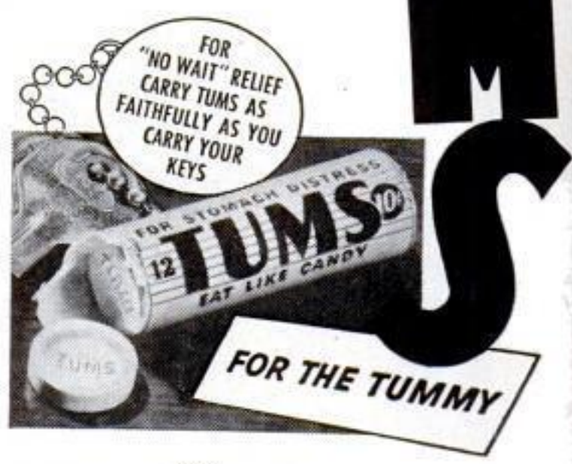




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STOP MOSQUITO BITES!

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Austria's white-water skiing left me

black and blue

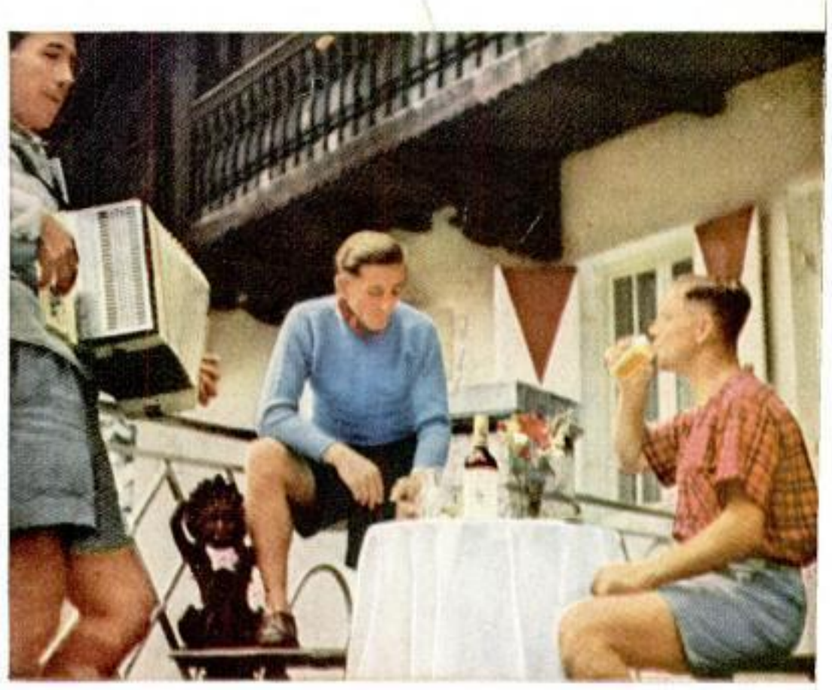
1 "You've got to keep your head to keep your feet in Austria's warm-weather version of downhill skiing," writes an American friend of Canadian Club. "One false move can mean a ducking or worse in the sport invented by Austrian ski champ Harald Strohmeier. First called 'skiyaking' by a U. S. cameraman, the name has stuck. But after a bruising upset in a race down the Salzach River, I didn't call it skiyaking—I called it quits!



2 "Skiyaking's elaborate gear includes 'skis' of sailcloth or aluminum, inflated plastic balloons to keep them afloat, and bindings that release in emergencies. The big danger, Strohmeier warned, is being dashed against rocks by the swirling current.



3 "A spill cooled me off on skiyaking. Before I'd gone thirty yards, a tricky cross-current dumped me into the icy, glacier-fed torrent. Strohmeier and a friend were at my side in seconds, but not before that numbing mountain water had battered me against some boulders midstream.



4 "Austria's hospitality is as warm as her waters are cold. At the Gasthaus Barbarahof in the shadow of the great castle at Werfen, it even included Canadian Club!

5 "Wherever the rivers run white you'll find skiyak enthusiasts. Among them, as among people I meet everywhere, you'll find Canadian Club a special favorite."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one* and *only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



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